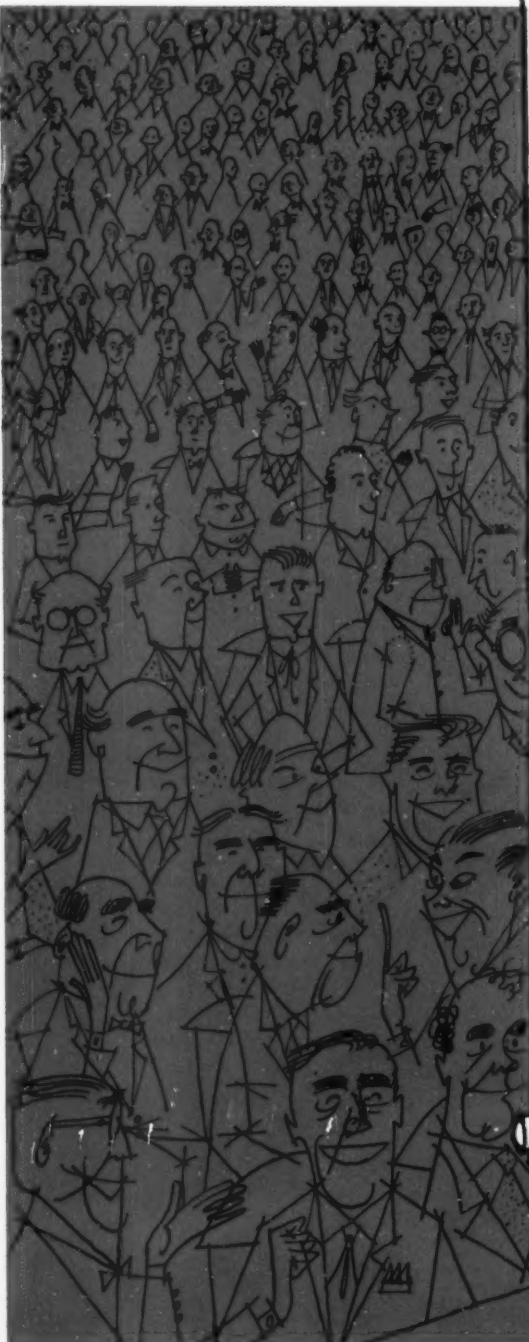


# Sales Meetings

CONVENTIONS • EXPOSITIONS • TRADE SHOWS



**BAKELITE IMPRESSES  
PRESS WITH PLANES,  
GUNS AND BALLOONS**

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**HOW DO WE GIVE  
SALESMEN TECHNICAL  
DATA THEY CAN USE?**

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**WOMEN'S SHOWS  
BOOST NEWSPAPER  
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**BANG, BANG MEETING  
WITHOUT  
REHEARSALS**

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•

OCTOBER • 1 • 1953



*Delegates' travel plans got you coming and going?*

## Let TWA handle all the details!

**At no extra cost** experienced TWA representatives will help you contact members, reserve space and make all arrangements on convention flights.

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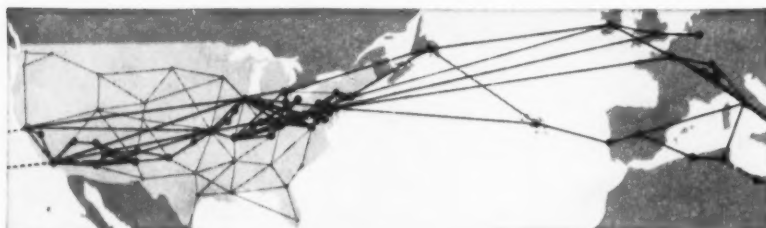
**TWA's stopover privileges** permit delegates to stop off en route at no extra fare for business or include a vacation in their trip. And it's smart to take the family along with TWA's Family Half-Fare Plan.

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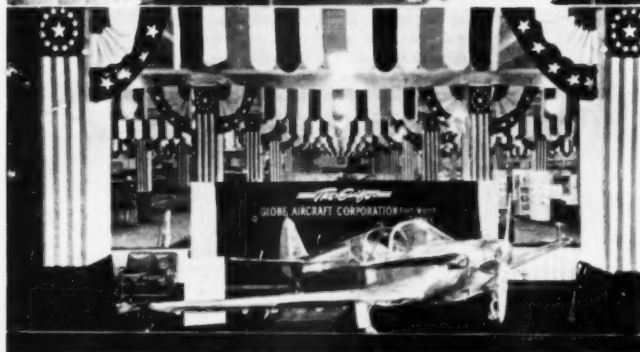
- Conquest of Desert—International Exhibition—  
Jerusalem, Israel, September 22-October 14, 1953
- American Association of Physicians and Surgeons—  
Chicago, Illinois, October 8-10, 1953
- American Institute of Laundering—  
Los Angeles, California, October 9-11, 1953
- National Association of Postmasters of the U. S.—  
San Francisco, California, October 25-29, 1953
- Milk Industry Foundation—  
Boston, Massachusetts, October 26-30, 1953
- American Society of Travel Agents, Inc.—  
Rome, Italy, October 26-30, 1953

*For complete data on TWA convention services, call or write your local TWA office. Or write: Convention Manager, Trans World Airlines, 60 E. 42nd St., New York 17, N. Y.*



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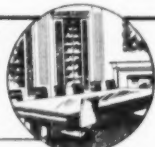
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# Sales Meetings

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SM/OCTOBER 1, 1953



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PART  
TWO

## Sales Management

### Sales Meetings

CONVENTIONS • EXPOSITIONS • TRADE SHOWS

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1200 Land Title Building, Philadelphia 10, Pa.  
Rittenhouse 6-5420

GENERAL MANAGER  
Philip Harrison

BUSINESS MANAGER  
Paul Lightman

#### EDITORIAL

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ASS'T. TO THE EDITOR ..... Eileen Kessler  
RESEARCH EDITOR ..... John T. Fosdick  
CONSULTING EDITOR ..... Richard Beckhard  
RESEARCH LIBRARIAN ..... Norvalle Stott  
READERS' SERVICE BUREAU ..... Helen Cope

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Philip Harrison Paul Lightman

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LExington 2-1760  
Randy Brown, Jr.

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STate 2-1266  
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Santa Barbara 6405  
Warwick S. Carpenter

SALES MEETINGS is issued quarterly on January 1, April 1, July 1 and October 1 as Part Two of SALES MANAGEMENT. All mail for SALES MEETINGS should be directed to Philadelphia office.

Fourth Quarter  
October 1, 1953

SM OCTOBER 1, 1953

# Teleprompter

...the new electronic prompting device  
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Teleprompter...for better, more interesting sales meetings, merchandise presentations, stockholder meetings, forums, conventions and all talks of importance.

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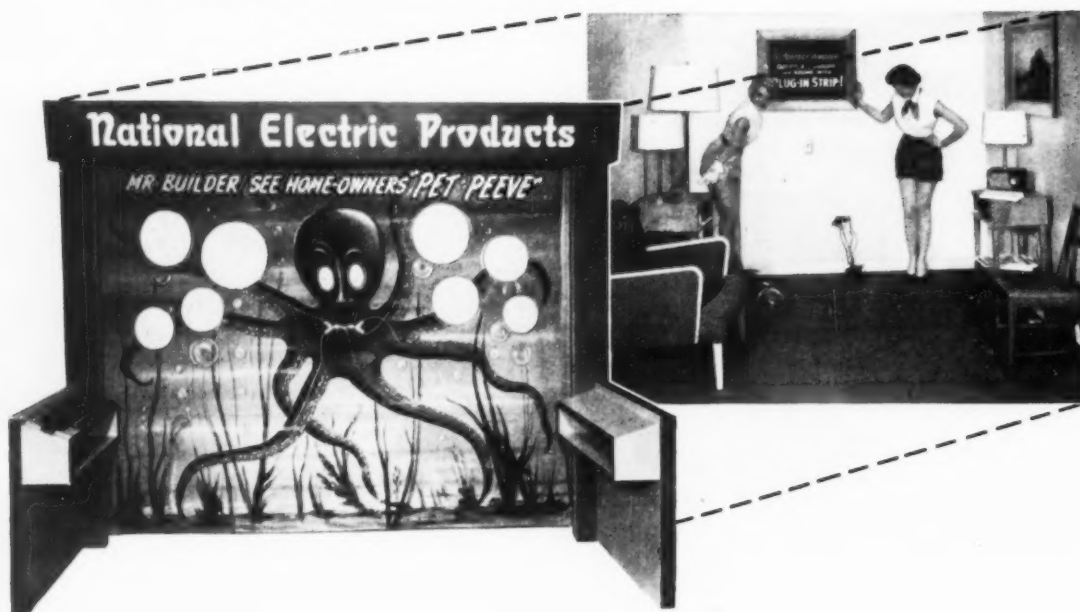
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# Editor's Notes

## PDNA (Please Do Not Abbreviate)

In our attempt to chart movements of some 20,000 association meetings staged each year, we are troubled frequently by name abbreviations. Thankfully, our research people have developed a sixth sense in culling reports. They usually can tell whether AHA stands for American Hotel Assn. or American Hospital Assn. because of familiarity with group habits.

Initials such as AMA become a little harder. They might mean American Marketing Assn., American Management Assn. or American Medical Assn.

While most publications and association news releases report full association names along with abbreviations, many — on the false assumption that "everybody in our industry knows what they stand for" — use initials only. This often adds to our research burdens, and I have harbored the suspicion that many people outside our Research Department get into hot water by misinterpreting initials.

Well, it happened, and the sad details are revealed in a letter written by Ben Hirsch, a surgical instrument supplier. He writes:

"Early in February I left for Bermuda for the eighth successive year in an effort to find surgical and hospital outlets. As usual, I set up my headquarters at the Belmont Manor Hotel and Golf Club.

"Anyway, after three weeks of looking for dealers on the golf club grounds, both in and out of sand traps, and searching for them along miles of beaches and during miles of walking to and from cocktail lounges and dining room, I gave up in despair, as usual.

"However, my enthusiasm was again aroused when, at the end of three weeks in Bermuda, I saw a copy of the most recent issue of *Nassau* — "Magazine of Life and Times in the Enchanted Bahamas" — and on the beautiful front cover I read:

"'Nassau extends a hearty welcome to ASTA Conventioneers.'

"What did I do but pack up and go to Nassau in the hope of seeing some of my good, old-time dealer friends conventioning there with American Surgical Trade Assn., and ready to buy them a Planters' Punch every now and then. However, to my consternation, when I got to Nassau I learned that the ASTA referred to was American Society of Travel Agents, so I decided to return to Brooklyn, discouraged but wiser."

SM/OCTOBER 1, 1953



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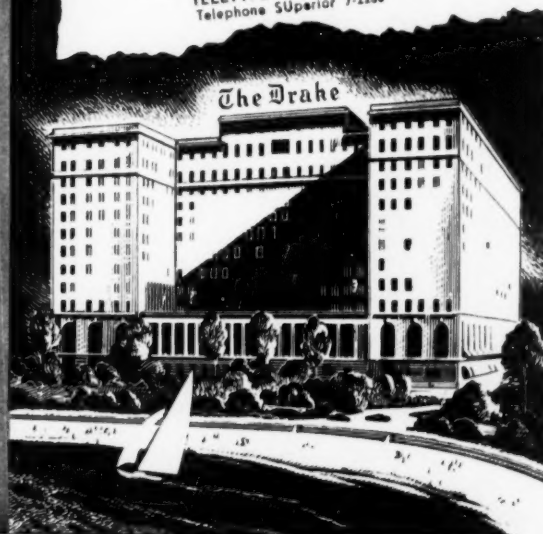
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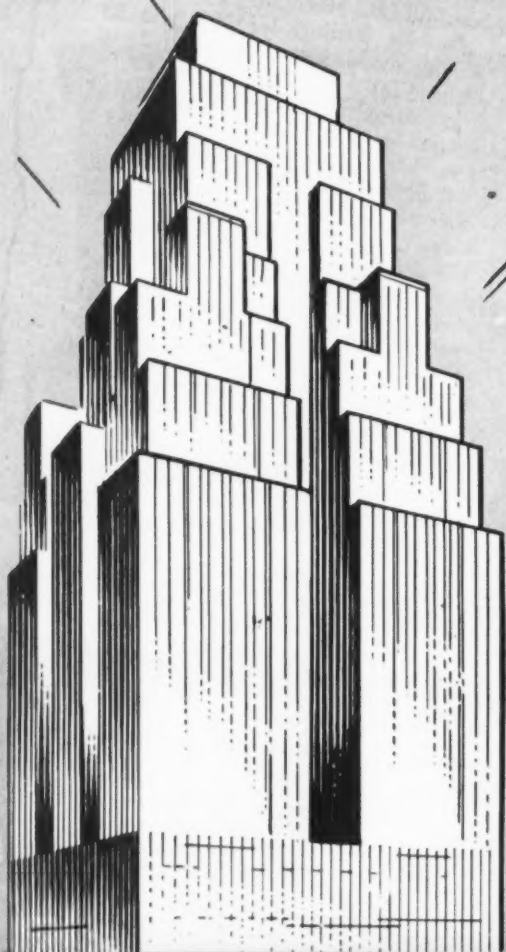
On file are many voluntary complimentary letters that may be seen on request.

### The DRAKE Chicago

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*For detailed convention information, write to D. W. Carlton, Director of Sales and Advertising.*

## NEW YORKER

Frank L. Andrews, Pres. Gene Voit, General Manager

WRITE US TODAY FOR THE HOTEL NEW YORKER CONVENTION PLAN  
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## Gas Show Going

American Gas Assn. convention, slated for Atlantic City in 1954, will not include a trade show sponsored by Gas Appliance Manufacturers Assn. A meeting this month is to sign the death warrant for the big Gas Show. Whether the show will be staged after 1954 is unknown, but it appears unlikely.

One of the country's big expositions, the Gas Show yields to a change in marketing of gas appliances. Utilities, members of American Gas Assn., are no longer the major force in selling gas appliances. A show for this segment of the market is losing its productivity.

Appliance manufacturers are inclined to spend their exhibit dollars in markets that currently account for greater sales. Cancellation of the 1954 show is a test to determine how much of a loss the show will be to the industry. If its cancellation proves unwise, it may be reinstated.

With new shows springing up to fill voids created by new production and marketing developments, it is natural—indeed, desirable—that shows adversely affected by present conditions be re-examined for their true worth. It takes almost as much courage to discontinue a big show of long standing as it does to start a new one. Both steps must be taken if exhibiting is to enjoy profitable returns.

## Hotel Selection Aid

A number of companies, it appears, are making drastic changes—for the better—in sales meetings and seem to be looking for new sites. Readers' Service Dept. has been receiving an unusual number of requests for list of hotels in various parts of the country that have facilities to handle specific company meetings. To accommodate these inquirers, Readers' Service sent out questionnaires to every convention hotel for rates and facilities information, and has compiled the most complete file of hotel convention information available.

Readers who received this data were so pleased, it prompted us to make greater use of our newly established file. In April, SALES MEETINGS will produce a special issue that will provide complete data on over 500 hotels across the country as well as Canada and some south of the border. Facts on each hotel will cover size of groups that can be handled, rates for rooms and meals, number and capacity of meeting rooms, visual equipment available, stage facilities, exhibit areas, charges for meeting or exhibit areas and other pertinent information for meeting planners.

In the meantime, any reader can receive these facts on any area he is considering for his next meeting by sending an inquiry to Readers' Service Dept.

**ROBERT LETWIN**  
Editor



## *Business takes a new interest in Washington*

There's a new climate in Washington for business. Now's the right time for planning your important events in the Capital.

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# Bakelite Impresses The Press With Guns, Balloons and Planes

Field demonstrations of what polyethylene plastic can do helped Bakelite announce its plant expansion plans. Day-long meeting exposed newsmen to the wonders of plastic's properties and to the importance of the product's uses.

Bakelite Co., division, Union Carbide and Carbon Corp., knows how to impress the press. To announce its expansion program, largest in the history of plastics, it created an all-day meeting that was opulent, novel and dramatic.

Fighter planes zoomed out of the sky, a helicopter hovered overhead, a 57-millimeter recoilless rifle demolished a simulated Korean farm house, a machine gun chattered away—and all this started with a leisurely breakfast in New York City and a police-escorted limousine caravan into New Jersey.

Developed with the military precision of a small-scale invasion and calling into play military units from three installations, Bakelite's press meeting was directed by Russell Matthews, sales promotion manager. Mr. Matthews staged the Army's spectacular War Bond shows during World War II and called upon all the techniques and contacts that made those events successful.

Bakelite had a two-point story to tell. It is embarking on a three-year expansion program that involves construction of three new plants that will double present U. S. polyethylene production by 1955. Dynamic qualities of polyethylene was the second point to cover.

Four weeks from the day plans for the press outing were formulated, reporters, photographers, newsreel and television cameramen gathered at Union Carbide and Carbon's cafeteria in New York City. After breakfast at 10 AM, 14 limousines lined up for a trip to Newark Airport. With press representatives in each car was

one Bakelite executive to answer questions and act as guide. New York City police cleared the way for the convoy to the Holland Tunnel where Port Authority police picked up and escorted the vehicles to New Jersey. With sirens screaming, Hudson County Police, then New Jersey State Police, led the procession into the airport where Earl D. Johnson, Undersecretary of the Army, and Captain W. M. Pryor, Jr., assistant chief, Bureau of Ships for Research and Development, Department of the Navy, were deplaning. Next stop for the cavalcade was Bakelite's Development Building, Bound Brook, N. J.

Divided into small groups, press representatives traveled on a tightly arranged schedule through the laboratories and plant, witnessing demonstrations of processing and fabrica-

tion of polyethylene plastic. Newsreel and television photographers had made the trip in advance of the writer contingent.

From the plant, the party was spirited along the highway with State Police escort to Far Hills Inn, Far Hills, N. J. Here luncheon and cocktails were served, with Bakelite's module exhibits set up around the ballroom to display consumer, industrial and defense applications of polyethylene plastics. H. S. Bunn, president, Bakelite, spoke to the group about company's plans and development of polyethylene. He was followed with short talks by Undersecretary Johnson and Captain Pryor.

The party then moved from ballroom to bleacher seats behind the inn and, on an 80-acre tract, was exposed to a combination military operation



It scared them in Brooklyn...



NOT MESSAGES FOR IRON CURTAIN COUNTRIES but promises of gifts for finders were attached to 100 pillow balloons launched for newsmen. Seventeen were found.





but the press learned about polyethylene . . . and what Bakelite planned for the future.

and torture test of polyethylene. From a raised platform, TV and newsreel cameramen covered the show and a professional announcer kept up a running commentary on activities.

Three fighter planes of the Air National Guard, based in Newark, roared across the Far Hills tract in simulated strafing operation. One plane towed a woven polyethylene aerial target. This new target is particularly useful at high altitudes because most materials tend to become brittle and break while polyethylene stays flexible and actually gains tensile strength at low temperatures. Because of dangers to spectators, planes did not attempt to shoot at the target as they dived and climbed. Instead, a 30-caliber machine gun fired at an aerial target on the ground to indi-

cate how polyethylene plastic monofilaments hold together while being peppered with bullets.

Versatility was one of the leading features stressed for the plastic in demonstrations. The sky was filled with 100 pillow balloons — made of polyethylene film, of course — released in front of bleacher seats. Attached to each balloon was a message asking the finder to return it to Bakelite and receive a free gift. Wind currents were calculated to take the balloons out to sea. However, 17 did float over land and were recovered. Finders were sent a \$20 set of plastic dishes. The pillow balloon launching was interesting to the press because these balloons are the type that carry Crusade for Freedom messages behind the Iron Curtain. It gave

newsmen a little technical information about a propaganda vehicle about which they sometimes write.

A giant skyhook balloon, used by the U. S. Navy to carry instruments for upper-air weather research, was inflated and launched. Like the pillow balloons, it was made of polyethylene. While winds should have carried it out over the Atlantic Ocean, a quirk of air currents deposited the balloon, some minutes after launching, on a Brooklyn dock.

#### Police Called

Frantic calls from dock workers brought police to the scene of the suspicious, air-borne missile that ticked, English, not Russian printing, and the name Bakelite Co., however, allayed fears. A check with the company by police satisfied all that a cloak-and-dagger incident was not in the making.

Industrial acid carboys made of glass were dropped from a hovering helicopter onto a rock pile to demonstrate the vulnerability of glass to impact as compared to non-breakable polyethylene carboys that hit the rocks and bounced into the air unharmed. To further call attention to plastic carboy's strength, a six-wheeled Army truck rolled over them with no apparent damage to the polyethylene corrosive-chemical containers.

A lightweight pipe, molded of polyethylene plastic, for low-cost farm water systems was demonstrated for the press. It was used on a jet pump and then laid in the ground with



RECOILLESS RIFLES FIRED at a simulated Korean hut. Newsmen learned that cartridge linings are polyethylene to insure dry powder. Safety was prime concern on range.

remarkable speed. A ditch-digging machine was given a big (half the field) lead, but the coil of plastic pipe caught up to the digger long before it finished. In seconds, 150 feet of pipe were in the ground.

U. S. Army assault telephone wire and Army Signal Corps carrier cable—insulated with polyethylene plastic—were laid to show the ease with which these new types of wire and cable can be handled. By hand, truck and helicopter, wire was laid before the press contingent.

A simulated Korean farm house was blasted to splinters by an Army team with a 57 millimeter recoilless rifle to demonstrate another use of polyethylene. Cartridges for large recoilless rifles are lined with the versatile plastic to keep powder dry despite perforations in the cartridge which permit explosive gases to escape out the breach of the gun, lessening recoil.

Following the field demonstrations, newsmen were whisked back to New York City via escorted limousines by 5 p.m. Each reporter had been given, along with demonstrations and talks, a bound (with plastic, of course) press file of releases, photographs and background information. The press book contained a general release on company expansion, statistics, history, properties, end products and future uses of polyethylene.

### Safety First

Plans and operations of the press meeting were in some instances as dramatic as demonstrations. Safety of visitors as well as outside spectators who lined the road to catch glimpses of demonstrations, was of prime concern. With bullets and shells flying through the air and fighter planes diving out of the sky, safety measures were rigid and extensive.

Fire-fighting equipment from Bakelite's plant was on hand and local fire companies were alerted. In addition to State policemen who lined the highway adjacent to the demonstration area, 50 Middlesex County reserve policemen surrounded the area to prevent someone strolling into it. Civil defense volunteers and auxiliary police of Bridgewater Township joined in protecting the area.

Mr. Matthews directed guards and demonstrations with a walkie-talkie. Gun crews from Fort Dix and Signal Corps men from Fort Monmouth were briefed in advance on their part of the program and had no difficulty keeping the program moving briskly.

Weapons were fired within a

marked-off course. Stake, rope and flags clearly indicated the firing range up to the target. Targets were backed by high earth embankments, thrown up by bulldozers the day before.

All safety precautions notwithstanding, 12 casualties were reported. A mink farmer in the vicinity of the demonstration area claimed that 12 baby minks were killed by their mothers who became frightened by planes and gun fire. While legally not responsible, Bakelite settled the mink-raiser's claim and charged it up to public relations.

How does one judge the results of a press outing such as Bakelite conceived and produced? How do you know what the press thinks of product-qualities demonstrations? Simply

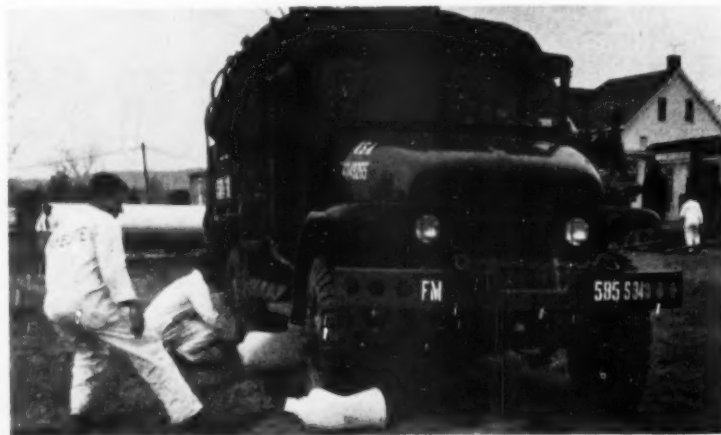
by what the press does with material gathered.

Bakelite's demonstrations were included in three major newsreels. One alone was shown in 3,000 theaters. Four television programs included Bakelite's activities. CBS devoted three minutes of a TV news broadcast to Bakelite as did NBC. TV stations in 86 NBC markets carried the story as did nine foreign TV outlets.

Press clippings from major business publications, technical and trade journals, and newspapers attest to the impact made on newsmen by the outing. Bakelite modestly makes no estimate of the value of space and time devoted to its company and product. Compared to the publicity, costs of the meeting were minute, including the mink "trimming."



GLASS CARBOYS were dropped from a hovering helicopter onto a pile of rocks. The vulnerability of glass to impact as compared to non-breakable polyethylene carboys, which bounced back when dropped onto the rock pile, was demonstrated.



SIX-WHEELED ARMY TRUCK runs over polyethylene carboys to show how impervious they are to weights and pressures. No apparent damage was done to the chemical containers. Guards and demonstrations were directed with a walkie-talkie.



## Monday Morning Myth

Most conventioners and businessmen never get to enjoy good hotel service because meetings and appointments are slated to open Mondays. Full at beginning of week, half empty at end, hotels offer superb service from Thursday on.

**BY ROY STEFFEN**  
President, LaSalle Hotel, Chicago

"Sure is tough to get good hotel accommodations these days. Hotels must really be coining the dough!"

•That's the kind of rumbling undercurrent talk that is making the rounds lately in key cities across the country. And it is a false, damaging rumor.

There are plenty of good hotel rooms going vacant week after week in all the nation's better hotels *simply because the traveling public doesn't know when to ask for them.* General rate of occupancy in hotels

is running just past the "break even" point.

True, more people are traveling now than ever before. More business men are realizing the value of face-to-face contacts in closing important deals, as well as the increasing ease of modern travel. But these new business travelers are jamming hotels on *one or two days a week* — and then griping because they can't get the services they demand.

In the face of this situation, I

open for debate what I call the "Monday Morning Myth" — the myth that *a successful convention or sales meeting must begin on a Monday morning* — or, the big business appointment is best kept on Mondays.

### Why Monday?

Why does the business man habitually use this wire: **BE IN CHICAGO MONDAY TO DISCUSS.** Why wait until Monday? If it's urgent, why not schedule the meeting for the preceding Thursday or Friday? If it isn't urgent, why not meet on the following Wednesday? No generality about business meetings can ever be watertight, of course, but the business man should keep in mind the far more satisfactory hotel accommodation picture at the *end of the week.*

In the meeting field, Monday morning opening has for years been a tradition with men scheduling conventions or conferences. But, now that a great many new concepts are developing with regard to business, hotel keeping and transportation, I believe it is certainly time to reconsider the Monday Morning Myth.

Here's what happens when Amalgamated Meat Wheel Wholesalers schedule their annual three-day convention in a major city to open on a Monday morning:

The delegate works feverishly for two weeks ahead to clear his desk because, psychologically, his approach to the Monday-on convention is, "The week is shot as far as the office is concerned."

### Transportation Booked

Sunday afternoon and night, departures on rail and plane are booked solid when he tries to apply for space. He takes what he can get, often settling for more costly accommodations or earlier or later departures than would be necessary if he had his pick of carriers.

Sunday—his "day of rest" with his family and youngsters—is his time to worry about arrangements and departure schedules. He's lucky if the whole family isn't cross from the strain of the exit.

Whether he arrives in the convention town late Sunday night or early Monday morning, he finds the city flooded with the incoming tide of arrivals, and there is the inevitable battle of the taxi and traffic.

At the hotel he finds the harried room clerk desperately trying to fit



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One good idea can provide the "lift" that turns otherwise routine sales meetings and conventions into stimulating, go-get-em affairs.



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swarming conventioners into the house at the same time the big deluge of traveling "regulars" arrive—salesmen and business men in town for early-week appointments. The delegate is justifiably annoyed when he is asked if he will "wait until we have something available — very shortly now." Restaurants are bulging with early Monday arrivals. Finally, the assigned room isn't quite what he would have liked, but he figures he's lucky to have it, as others are still waiting in the lobby.

A long list of Monday and Tuesday banquets and special dinners in the hotel makes it difficult for the chef to give the AMWA grand banquet the special hand-decorated dessert he would have liked — his staff already must be in three places at once to deliver the thousands of hot plates to the hungry visitors and conventioners working on tight schedules.

The convention secretary discovers there's no suite available for the "big wheel" who decided to turn up at the last minute. He also is staggered at bills for setting up exhibits the day before the convention opened. (Sunday overtime rates are high in every part of the country.)

Wednesday the delegate leaves for home, dog-tired from the speed of events of the three days. He must be on tap early Thursday at the office to greet the backlog of Monday's and Tuesday's heavy mail. He must settle problems while he tries to forget headache and fatigue. "There's no doubt about it," he says again. "Go off to a convention and the week is shot."

### Same Place — Different Time

Now the convention secretary of the Circular Toothbrush Association decided to hold *his* convention Thursday, Friday and Saturday of the same week—at the same hotel.

CTA delegates found in booking travel space to the convention city that many airlines offered reduced rates to the delegate and his wife traveling in the middle of the week. In any event — railroads offered a complete range of space for midweek travel, and he was able to secure easily the fastest, most ideal arrangements.

There's a different mental approach to the session beginning on a Thursday. The delegate is under no great strain the week prior to foresee every problem of the coming week. On Monday and Tuesday, when mail is heaviest, he's rested and well on

top of it. As a rule, the end of the work week is lighter than the demands of Monday and Tuesday, so by Wednesday night he is able to pull out with a clear conscience. There are no two points in the U.S.A. more than overnight from each other via the fastest, modern transportation, and travel fatigue is less and less an item for convention planners to bargain with.

### Pampered on Thursday

He's pleasantly surprised by the attention and courtesy from the host hotel on his Thursday arrival. The room clerk is sympathetic to his request for "an outside room," and he gets choice assignment right at the moment. Once the "gang" has all assembled, they are able to group together in less-crowded restaurants, enjoy prompt elevator service, and are delighted with the "extras" in attention from every department — from room service to house men. For once, our deserving business man is really enjoying the pampering of hotel life.

Saturday noon the sessions close down, and he has a few hours for sightseeing in the convention city, which proves to be a gentle unwinding process from the tightly scheduled meeting sessions. Taking the most convenient and comfortable method to travel home, he arrives Saturday night or Sunday morning, in time to rest or relax with the family again for the full day. He arrives at the office Monday morning fresh with all the ideas and zing the convention secretary hoped for.

This is what is means by Monday Morning Myth. In New York, Chicago, Los Angeles, San Francisco and other points, hotel room occupancy reaches near capacity the first three days of the week but, at week's end, many hotels may be as much as *half empty*—and more.

Every traveling man and convention planner should be aware of this. He'll find better service and better accommodations if he plans to arrive on Thursday!

Management of the La Salle has influenced a number of its convention groups to meet Fridays, Saturdays and Sundays. Now—just try to get them to change!

There will always be urgent Monday arrivals—many with very excellent and unconvertable reason. Yet, if more travelers could be persuaded to try this end-of-the-week plan for a time or two, they would get an entirely new view of hotels.





GIRLS MOUTH WORDS while sound is picked up by earphones.

## Phonomimicry: New Exhibit Technique

Add recorded sound to pantomime and you have the latest innovation in crowd-pulling at trade shows. Curiosity lures show visitors into Westinghouse booth to hear what pantomimists are "saying." Earphones carry the message.

How to create an attention-getter at a trade show is an ever-present problem. How to make an already effective crowd-stopper more effective doubles the problem in spades. Behind the problem and solution lies a story of furthering an idea into the latest talk of the trade-show art.

Westinghouse Electric Corp. used the first trade show pantomime routine for its major show program in 1952. (SALES MEETINGS, April 1, 1952.) Pantomime proved a powerful crowd-puller and demonstrator. Pantomimists were female models who delivered a sales message with pantomime gestures and short-worded signs. It is a popular medium because it provides an opportunity for live demonstration without use of noise-producing devices, banned by almost all shows.

An improvement on the technique for its next round of shows was in order. Gardner, Robinson, Stierheim

and Wise, Inc., Pittsburgh, display designers and builders, conceived pantomime techniques for trade show applications and set to the task of evolving something still more effective. Answer it came up with was phonomimicry, mute demonstration with a "sound" sales message.

Art of phonomimicry has gained rapid popularity with television and many established entertainers have adopted it. Although the art is old, the technique evolved for Westinghouse is brand new.

Phonomimicry is a word used to describe pantomime actions synchronized to the sound from a phonograph record. A phonomimic moves his lips and gestures in time with words spoken from a recording. He remains mute while his lips mouth the recorded sound.

To stay within show rule limits that prohibit amplified sound, GRS&W had to devise a method to

produce sound unheard by passersby. A "hearing table" was designed with a bank of earphones to be used by booth visitors. The girl on stage, when first seen by a visitor, appears to be—and is—mute. But you do notice that she is talking without sound coming from her mouth. You are directed to the earphones where you pick up her "voice" as if by magic.

Westinghouse first used phonomimicry at Petroleum Industrial Electrical Exposition, Houston, in April. It represented a try-out to determine the technique's effectiveness. Results were immediate and enthusiastic. Phonomimicry for trade shows had arrived its first time out.

### Animated Talk

This initial use of phonomimicry involved the appearance of a girl who delivered an animated "talk" about Westinghouse microwave equipment. There was no spectacular background or staging.

Having already trained a competent group of models to handle straight pantomime last year, Westinghouse turned to them for the phonomimic presentations. They had had trade show training and had natural acting ability.

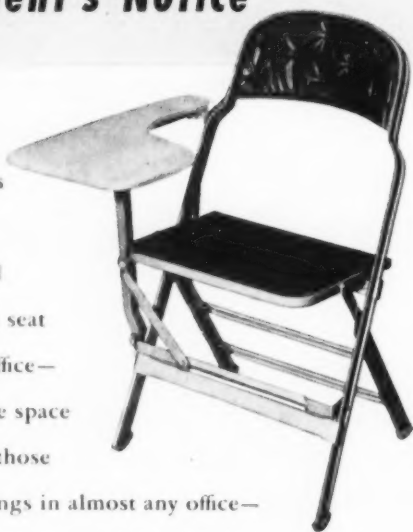
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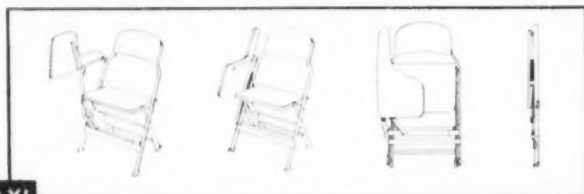
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- Sales Meetings
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ning, Westinghouse next gave the routine an interesting twist with the introduction of a phantom voice to work with the phonomimicist. This was at the Coal Show, Cleveland, in May. Although it was a rather long show (10 minutes), the verdict when all the returns were in pointed to over-all results exceeding expectations.

Phonomimicry by this time was rolling in high gear. Another innovation was tried at Materials Handling Exposition, Philadelphia, in May. Two girls worked a routine together. Without a primary product story to tell at this show, but rather a Westinghouse parts reminder, the phonomimic technique attracted more than its share of visitor attention.

#### Flexible Tool

By this time it was evident that, as a crowd-stopper and interest-builder, phonomimicry was not only a success but a flexible tool as well. The presentation could be tailored to fit show hours, audience and other conditions that often create natural blockades to a completely successful show.

Operation of phonomimicry at a trade show is relatively simple. Original sound is produced on a continuous tape. As the tape runs through the recorder, it automatically stops after a complete cycle. It is started again by the phonomimicist who presses a button switch hidden on the stage floor. A small audio device allows the phonomimicist to hear the recording and stay in perfect synchronization with the sound. After memorizing her lines, the phonomimicist is trained in gesture. Mechanisms of starting tape recorder and gesturing with the sound she picks up via small audio device, are learned quickly.

#### Show Stopper

After phonomimic presentation created a small sensation at the Railroad Show, Atlantic City, in June, one enthusiastic observer said this:

"I have attended all Railroad exhibits during the last 35 years, and I never saw railroad men and supply men that flocked to any exhibit like they did to Westinghouse's."

Phonomimicry has novelty, attention-getting values and provides impact on a show visitor who tends to listen to the entire sales message. The unique presentation has retention value. He'll remember the Westinghouse exhibit.

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DELEGATE FORM

## Meeting Problem Solver

# How Do We Give Salesmen Technical Information They Can Use Back Home?

Men in the field need good technical data as a major sales tool and they know it. Sales manager wants to know how to present technical facts to fill salesmen's needs and keep sessions alive. Revamped program approach is the answer.

By **RICHARD BECKHARD** • Consulting Editor

A sales manager raises this question: "We know our men in the field need good technical information as a sales tool. The men know it, too. They ask for it at every sales meeting. Our technical people are willing and interested in discussing these matters at sales meetings; yet, somehow, the technical presentation always falls flat. What can we do to make it interesting?"

It would be impossible to give a perfect solution to this specific problem without a lot more facts about how the sales manager is now presenting his technical material. However, it is safe to assume that his technical presentations have fallen into one or more of the following traps:

**1. Too Technical:** Presentation is, from the technical point of view, in technical language, requiring listeners (salesmen) to translate as the speakers go along.

**2. Audience Unprepared:** Audience (salesmen) has not been adequately prepared to listen in its own terms—to look for sales points in the presentation.

**3. Needs Disregarded:** Speakers, panels or whatever, have not been adequately briefed on the needs, desires and point of view of the audience or salesmen.

**4. Objective Not Clear:** Meeting chairman has not established the correct climate for the presentation—a climate that ensures that salesmen see this as important and interesting sales material, and everyone, both audience and speakers, is aware that the purpose of the presentation is to help listeners, not to gratify speakers.

**5. No Action Prompted:** Material is presented as information only, rather than as background for follow-up action by salesmen.

A number of technical presentations fall into these traps, because

### HAVE A PROBLEM?

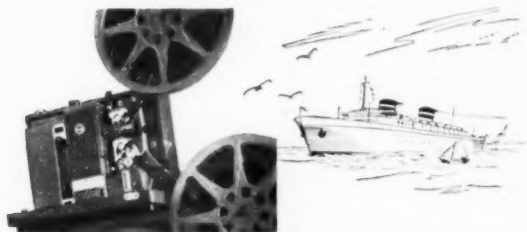
In subsequent issues, Richard Beckhard, consulting editor and executive director, Conference Counselors, will apply scientific techniques to readers' meeting problems. If you should like to have your puzzler considered by one of the nation's leading authorities, sent it to: Richard Beckhard, Consulting Editor, Sales Meetings, 1200 Land Title Bldg., Philadelphia 10, Pa.



# tips on better selling, training, and demonstration through photography

NO. 4 OF A SERIES

Audio-visual methods pay off in many ways . . . a few examples from the files of Kodak Audio-Visual Dealers



## Movies aboard ship no problem here

Recently one of the Scandinavian shiplines operating out of Baltimore installed 16mm. Kodaloscope Pageant Sound Projectors aboard its ships. Movies, of course, are no novelty on the high seas, but you may have experienced periods when both picture and sound faded due to voltage drops. Of the projectors tested on this score, the 16mm. Kodaloscope Pageant Sound Projector was the only machine that performed brilliantly even though voltage dropped sharply. Its superb optical and sound systems, plus permanent lubrication, make the Pageant extremely dependable, especially important where service facilities are not easily available—reports this user.\*



## Photography important to railroad maintenance

Two engineering-department heads of a large eastern railroad use color photography to check the details of bridge construction along the road and also maintenance of way. Each engineer takes his own Kodachrome slides. One uses a Kodak 35 Camera, the other a Kodak Retina or Kodak Flash Bantam. All transparencies are then identified and dated. When bridge alterations or repairs are necessary, the pictures are projected with a Kodaslide Table Viewer as an aid in determining how to proceed. Maintenance-of-way photos are helpful in judging the effectiveness of paints, weed-control chemicals, etc.—reports this railroad.\*



## Utility makes own public-relations and project films

"The Cine-Kodak Special II Camera has been extremely useful to us. We used it for filming two full-color 16mm. sound motion pictures: 'Water in the West' and 'Streamlined Montana.' We also use it to follow the progress of construction work, both on electric-power installations and natural-gas pipelines. The latter films, while not completely edited, are available as engineering aids and could be utilized in the production of construction films."—From a western public utility.\*



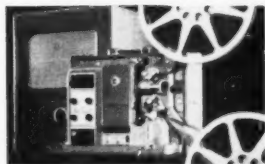
## How car manufacturer presents new models

"One of our main uses of still-projection equipment is found in the annual announcement of new car models. Our largest sales division gathers its wholesale organization here where the representatives are shown by color-slide projection all of the style, mechanical, and selling features of the new models. Each group then returns to its zone where similar presentations are made to local dealers. Kodaslide Master Model Projectors are very efficient and do an excellent job."—From a large automobile manufacturer.\*

These are but a few examples of the ways in which Kodak Audio-Visual materials are helping business and industry to make and sell better products. Send coupon below for the name of your nearest Kodak Audio-Visual Dealer—one of a coast-to-coast group of qualified specialists in the particular audio-visual requirements of business, industry, school, and church.

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TRADE MARK

meeting planners haven't thought through these points themselves and therefore do not brief speakers and audience adequately. Charts, mock-ups and other aids will help any technical presentation, but they will not by themselves assure real communication between technical experts and the salesmen audience.

Here's an illustration of how one company changed its meeting plan to avoid these traps:

A medium-sized gear manufacturing company with 15 company sales-

men, plus 20 distributors, decided to bring the total sales group into the home office for the first time. Company salesmen had been coming into the home office every year for a number of years, but this was the first time that distributor salesmen had been invited in, except for occasional individual visits.

The company's products are highly technical and salesmen need a good deal of technical information. Company men work closely with research, development and engineering depart-

ments, and are really sales engineers.

Distributors, on the other hand, do not have this kind of close working relationship or background. They have requested more technical information about products that the company uses. They were particularly interested in technical details of the company's special forging process — a key sales tool. Distributors did not have adequate information about this and were hampered in doing a top-notch job.

Custom-type methods of production account, in part, for a fairly low-stock inventory. One principal sales problem was that, due to this low inventory, orders have been delayed in some cases and sales people have had to explain delays to customers. This has been one of the major communications problems between field and home office. It is also one of the problems with which the sales manager was most anxious to deal.

### Original Plan

Following the tradition of previous sales meetings, which had been attended only by company salesmen, the meeting plan included four technical sessions. Papers for these sessions were prepared by the director, Research and Development, by two of the principal engineers and by the plant manager. Advance copies of these papers were submitted to the vice-president in charge of sales, for his review. Papers were okayed and returned to authors.

The plan for technical sessions was to have one paper read at each session. This paper would be read by the author and the reading would last anywhere from 40 minutes to an hour and a half. Each reading of a paper would be followed by a question period.

To insure participation, the plan called for planting one or two leading questions among company salesmen to start conversation going after each paper was read.

### Plan Analysis

Sales manager who was directly responsible for the meeting had seen several technical sessions at previous meetings fall far short of satisfactory. He was concerned about the problem of presenting the same material to distributor men who were attending their first meeting and company men who had been there several times before. As he began to analyze the sessions, he found:

1. He really didn't know what distributors wanted to know and he



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hadn't made any provision to find out.

2. He had not given any thought as to how to present material to two different audiences (salesmen and distributors) and make it interesting to both.

3. Research and Development man, engineers and plant manager had prepared "tell" papers, telling *their* stories, without any thought of what their audience wanted or needed to know.

4. There was no "sales" application in the presentations as planned and no help for the audience in how to use this information back home.

5. Loaded questions indicated lack of confidence either in the audience's interest in the subject or in the speaker's capability to provoke and handle questions from salesmen. Either one of these situations was a liability.

It became obvious that plans for technical sessions should be reworked. Here is what happened:

### Briefing Sessions

The sales manager held briefing sessions with technical people who were to participate. He presented the salesman's point of view towards the material to them. He asked them to think of themselves in the meeting as resources to the salesmen, rather than experts.

Format of each session was changed. At the outset, it was made clear that this meeting was prepared from a sales point of view. Instead of four persons reading papers, sales people interviewed technical people. Specific form for each session was as follows:

*Session I:* Three salesmen on a "listening panel" raised questions and asked for interpretation from a sales point of view as the technician made remarks based on his paper.

*Session II:* Entire group had pads on which they wrote their questions as they occurred to them. At two points during the session, the technical person stopped his talk and dealt with questions up to that point.

*Session III:* Chairman posed a sales problem and engineering experts and sales panel talked about it.

*Session IV:* One man, acting as interviewer, raised questions he thought pertinent and the whole group joined in discussion at the end of the presentation.

That's how it worked for one company. To come back to our original question, the following guides should help the meeting chairman establish a good climate for the presentation of technical material. Material should be tested in terms of:

1. How important the audience sees material in their own terms.

2. An estimate of how interested audience will be in subject matter.

3. An estimate of how interested the audience will be in hearing a presentation from the particular person presenting it.

4. Slant needed to help the audience see usefulness of material in terms of their back-home problems.

5. An adequate device for insuring two-way communications between people making the presentation and

those listening.

6. Purpose of having technical material on the program. If it is for action as well as for information, this governs the presentation method. If it is designed for information alone, other presentation methods should be used.

7. Platform participants (speakers, panel members). They should be briefed by meeting manager to think of the meeting in terms of the point of view or frame of reference of the audience so that all material is pre-

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sented with an eye to how it will sound and be seen by audience members. (It is a good idea to test material with a salesman or two, or to get a salesman to work with engineering or technical people in preparing papers or preparing such sessions so that material is "reality tested" prior to the actual meeting.) Sales manager or meeting manager should make sure that technical people are briefed in advance and see the prestige of the role of resource person as being equal to the prestige of an informational expert.

### Summary

In summary then, if you . . .

1. Make the pitch from the audience's point of view
  2. Prepare both audience and speakers to be aware of each other's needs
  3. Make sure everyone understands the purpose and plan of the session
  4. Develop plans for two-way discussion
  5. Present information on use of information as well as the information itself
- . . . the chances are that salesmen and technical experts will get what they want from the meeting.

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- 9-11 Montreal, Sales Clinic
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MILAN. Three-dimensional outdoor advertising displays line center strip.



GRAND PALAIS, LYON. Wings branch out at right angles on each of the four levels.



BRITISH INDUSTRIES FAIR. Information center typical of design applied to exhibits.

## What a Display Builder Sees in Europe

After tramping down hundreds of aisles, a display builder chronicles his impressions of foreign exhibits: his awe of show sizes, admiration of beautiful design and wonder at shoddy construction in trade shows and fairs abroad.

**BY LESLIE LEVI**  
*President, Ivel Construction Corp.*

It's quite a while since I was asked to set down on paper my impressions

of the expositions I visited in Europe this spring. Having just arrived

home at the time, my mind was too full of the excitement engendered by the remarkable things I had seen at seven different shows in five separate countries, to permit me to evaluate them calmly and in proper perspective.

Even now, several months later, with all my color shots before me, as well as copious notes made at the time and a very clear memory of my on-the-spot reactions to what I saw, I find it somewhat difficult to make a fair appraisal in terms that relate to our own American practices and limitations — and I *do* mean limitations. I can speak only, of course, as a single individual, my opinions conditioned by a lifetime of preoccupation with trade shows and expositions on this side of the water, and an inbred conviction that "anything anyone can do, we Americans do better." (And, of course, bigger!)

### Doubt and Envy

But now I have my doubts — at least as to bigness. And a bit of envy, too. As a service contractor and display builder, you can't blame me for hoping I live long enough to help develop the medium over here to a point where we can have even a few annual shows a quarter as large as Milan or Basle, or half as large as Lyon or London.

We went, of course, to Paris first, directly to the Folies Bergere for a first-hand professional study of French techniques. It was most revealing. However, my wife soon decided it was the wrong kind of trade and the wrong kind of show, and interrupted my studies just as I was about to learn something. (I forget what.) I soon found myself in Stockholm, where overcoats were worn and I was able to concentrate on the "Lattmetals" exhibit, a beautifully designed show in a downtown business building, the ground floor of which, I was informed, had formerly been a huge automobile salesroom. This was a typical one-industry show of light metals. While I can't say I learned anything really new here in the way of exhibit techniques, I must admit I was carried away by beauty of line, simplicity of layout and striking use of color—red, black and white, primarily.

Liberal use was made of currently fashionable black iron rod or pipe technique for table-legs and display stands, as well as supports for descriptive plaques. Lettering was clean, sharp and bold — and brief. It was quite apparent that the harmonious

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design of the entire show must have been the work of a single designer, or group operating together. The whole exhibit was an excellent example of what we have come to think of as "Swedish Modern," and gave me, above all, a feeling that it was not only in the best of taste, but also exceedingly effective, from the standpoint of displaying the product.

Another, though minor, show we visited in Stockholm, was an exhibition of Italian arts and crafts where some interesting knock-down display cases intrigued me more, I confess, than the artistic merchandise they contained. This was not the first time I had seen Italian designers do amazing things at remarkably small cost that we couldn't begin to accomplish here, at our rates.

We left Stockholm for Italy, flying over the Alps. After numerous adventures with the language, driving a rented Fiat all over Italy, we finally reached Milan a day or two before the opening of the giant International trade fair.

I didn't need my special credentials to enter the grounds, because all was confusion. There were about 17 different kinds of police around, but none stopped me. Anybody could walk or drive right in, and I guess everybody did, for you never saw such a traffic jam in your life. I've seen some truck lines outside of Grand Central Palace, New York City, bringing in a show, but never anything like this. Later that evening while I soaked my tired feet back at the hotel, I reported that here was *really* a fair that wasn't going to open on time; it would take at least two weeks just to clear that traffic jam and get the place swept out!

But I was wrong. Those Italians did the impossible. Bright and early the next day, Sunday morning, after a parade of scarlet-tufted Carabinieri on their high-stepping horses, we joined the streaming crowds and found everything in apple-pie order.

Realizing that Milan is not a world's fair covering an era, but an annual industrial show primarily of Italian-made products, its overwhelming feature for any reporter must be its enormous size. I confess I was completely overawed. The mere figures alone are frightening: 10,395 exhibitors and four million square feet of exhibition area, all commercial space except the "Palace of Nations," where, among the beautiful and extensive exhibits of countries all over the globe, including the Iron Curtain ones, our own United States was conspicuously absent. (Where does all that propaganda money go?)

Individual buildings are large and architecturally interesting. They are mostly permanent and of masonry construction (very little wood is used in Italy). It comes as a surprise to see marble floors, broad marble stairs and marble wainscoting in these buildings, but I suppose it's cheaper that way over there. Most of the individual spaces were quite large, too. It occurs to me now that I don't remember seeing a single 10' x 10' booth. In some areas it appeared there were standard booth partitions of uniform height (about three meters—figure it out for yourself) with full dividing walls and front fascia name signs. In others, it seems that space alone was sold, and all work done by exhibitors, entirely to their own taste. There were numerous large exhibits and a few special pavilions occupied by industrial giants in state-of-the-art splendor.

### The Bad and The Good

Now to take up my role as critic. Like everyone else, I had long heard of the wonderful Italian designers and the terrific things to be seen at their fairs. It proved to be true, but, percentage-wise, to a surprisingly limited extent. The vast majority of displays turned out to be way below par, artistically; they either made no attempt to do anything at all, or they strained hard and ended up cheap and garish. So many brilliant shades of fluorescent paint competed with each other as to nullify their value and offend the eye. Construction was poor and painting was sloppy. Design was mostly in the direction of horrible. Basically, the technique was of the "early beaver-board era." And what a lot of it.

But what was good was very, very good. Many of the large exhibits and a few of the smaller ones, were really high-style. The absence of limitations on height and depth—in fact, an apparent absence of all rules—gave a few good designers a free hand, and they made the most of it. I spent a long time in a few of these areas, admiring what I felt were masterpieces of display. Yet, when I thought it over afterward, I couldn't help feeling that I'd seen it all before—that our own American designers were doing similarly fine things every day of the week, within the framework of our local conditions. You may call me chauvinistic, but that's my belief.

Incidentally, I'm well aware that other critics will have other opinions—also that there are more artistic

shows in Italy than the Milan International. I can only speak of what I saw myself. And, at this point, let me direct my severest criticism to the workmanship. Most of it was extremely crude, done entirely in the field by indifferent mechanics and hastily broad-brush-painted with casein. Even the best designed displays seem to be field constructed. Nowhere did I see any evidence of the precision-made prefabricated type of spray-lacquered work we do in this country. It doesn't seem to matter over there how big the cracks are, nor how badly the nail-heads show.

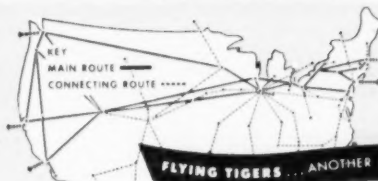
But I must admit that, taking the good with the bad, the colossal International trade fair in Milan is worth the price of the trip for anyone, be he trader, designer or display builder. Our American show managers, particularly, would get a great kick out of seeing the tremendous size of this annual event — and perhaps learning how it's done.

Mid-French industrial city of Lyon, reached about a week later, after a few hundred more kilometers of scenery and a few dozen more bottles of the *vins-du pays*, proved to be something of a disappointment from the point of view of exhibit design. Also open to the public and consequently crowded with local citizenry, the interminably long *Grand Palais* was filled on all four levels with commercial exhibits, mostly in permanently partitioned, individual shops. Largest of several structures, this galleried building follows the contour of the river Rhone, on the bank of which it is built. Its neighboring *Petit Palais* housed an ample display of textile machinery and trucks, while agricultural and road machinery occupied a fairly large outdoor acreage adjacent. Not so large as the farm equipment space in Milan, it nevertheless displayed many makes of tractors, reapers, binders, and pumps of European manufacture. It is an interesting fact that, in spite of the large quantity of such equipment seen on display in both France and Italy, nowhere in these countries did we observe a single one in use on a farm—only oxen, burros and a few horses.

Outstanding design feature of Lyon Fair was liberal use of fluorescent paints, broadly applied and ubiquitous. Actually, there was little architectural design anywhere — just garish signs with large, bold letters, all clamoring for attention. Arrangement of exhibits in the main building made for easy shopping by trade buyers, for they were actually rows of shops, with each category of mer-

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chandise in a separate wing branching off at right angles to the central gallery. From general appearance we judged that the shops housed the same exhibitors each year.

But this was certainly not a show at which our American designers may hope to find inspiration for tomorrow's techniques.

After Lyon, a few days in the Swiss Alps and a brief acquaintance with the sturdy people of that beautiful country, only whetted our desire to see the famous work of their designers and artisans at the Swiss Industries Fair in Basle. And here we were far from disappointed. Though we understood little German, exhibits were eloquent enough in style and content. Basle was a delight to behold. Apparently designers here were given free rein, and they succeeded not only in pleasing the eye, but in thoroughly glorifying even the most commonplace merchandise. Only thing wrong with Basle was that they wouldn't let me take any pictures; even the intervention of the American Consul did no good.

## Design Techniques

One of the notable things about the Basle show was the fact that each building, as well as each wing that housed a separate category of merchandise, differed completely from every other area in design technique. Like Milan and Lyon, sections dealing with such large-unit items as knitting machinery were quite businesslike and without any particular decorative style.

When it came to showing consumer goods, they really went to town. For example, one entire wing was given over to high-style fashion merchandise and was done by a single designer in a manner that succeeded in creating an atmosphere of luxurious beauty second to nothing I can recall anywhere. Other sections of this building held my rapt attention for many hours. Nearly every individual display of apparel and accessories was a standout of great artistic merit. Mostly, they were complete island units with no apparent dimensional limitations; they made clever use of structural materials and forms to show their merchandise in intriguing and interesting fashion and they had plenty of whimsical humor. Above all, they were smart and eye-catching. Furthermore, they seemed to have the ability to make even mediocre merchandise look good.

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not, of course, confined to the wearing apparel sections, but was strongly in evidence among chemicals, industrial goods, books, building materials and elsewhere. As might be expected in Switzerland, watchmakers occupied an important area. Their exhibits were unique in that each one occupied a complete little shop with his wares displayed in what might have been a jewelry store window. Much imagination was employed in the design of these shops, each of which had a permanent look. One didn't even see into them. I suppose either a special invitation or the most impeccable credentials were necessary for actual entry.

### No Display Builders

I was fortunate enough to make the acquaintance of a few of the designers whose work I especially admired. Interestingly enough, here in Basle, as in Milan, I found no display builders, as such. Exhibits are built like houses, the designer being in the same position as an architect, letting separate contracts for each trade involved in the construction and decoration. Perhaps this accounts for the fact that, generally speaking, design was in all cases better than execution; no one contractor being responsible for the entire project, there is apparently a distinct absence of pride of workmanship that contributes so importantly to the high quality of American exhibits.

I was sorry to leave Basle, but came closing day of the fair and there seemed no good reason for not revisiting Paris without further delay. Paris itself, is of course the greatest fair of all — but that's another story. Here, too, I found a *Grand Palais*, and in it a hotel and travel show that turned out to be a pretty good example of the French version of our own one-industry trade shows. In the great glass-domed building (Crystal Palace style) the sun streamed in so strongly as to render booth lighting unnecessary, and the many neon signs pale by comparison. The coarse yellow gravel floor made walking a bit uncomfortable in the aisles, but each booth occupied its own wooden platform.

If there were height and depth rules here, they certainly were honored in the breach. I suspect that the French exhibitor is a rugged individualist. Many of the booths were low and uncovered; others had peaked roofs or pyramidal tent-like canopies. There were tall towers and neon-lighted pylons. Colors were vivid, let-

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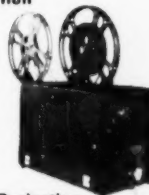
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# Château Frontenac

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tering bright and bold, and over the whole show the atmosphere of gaiety one expects of Paris.

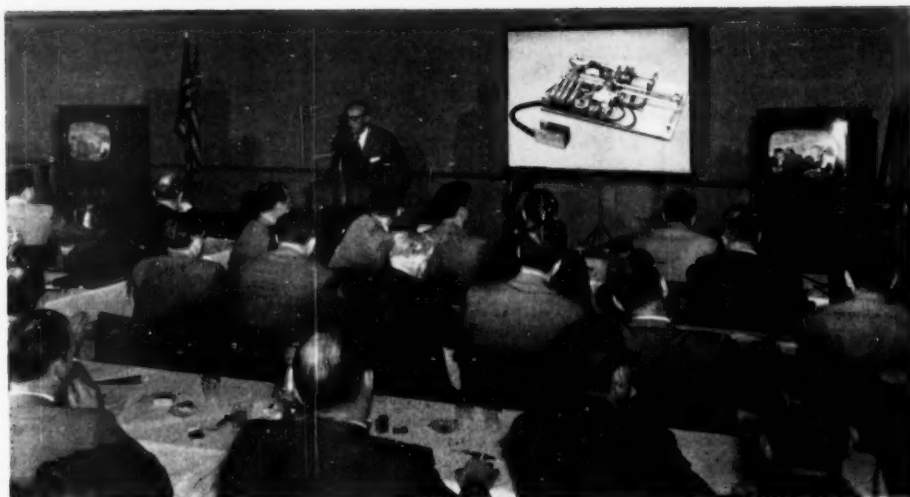
Both here and at the Sportsmen's Show (*Salon de Sports*) in a series of long, low, temporary buildings on the left bank of the Seine—and outdoors along the embankment itself—there was much on-the-site construction of wallboard and plywood, rather crudely put together and painted over with bright colors of casein. Though Paris shows are built by display shops, I saw no spray lacquering facilities anywhere. All paint seemed to be applied after erection. All in all, the two trade shows I saw in Paris were gay and gaudy, but not particularly inspiring from the American point of view.

## London

But London was different. Here it seems the art of exhibition display has reached a high level indeed. British Industries Fair was booming merrily along. Besides the huge Bromwich Castle for heavy industry exhibits in Birmingham, London's Olympia and Earl's Court, two commercial halls, housed more than a million square feet of exhibits. Among them a surprisingly large number were professionally designed and extremely well constructed. Best of them were island displays, built without limitation as to height or enclosure; mostly they were built around a private office or customer's lounge. I venture to say that the best designers of England have been their art to the exhibition field.

Not all British displays, of course, were towering structures. Many — perhaps an actual majority — were row type booths on platforms, with full side walls to the aisles and a fascia sign across the front, about 10 feet high. They were adequately lit and displayed their merchandise well, but without the imaginative flair of the island units.

How do they do it? I asked some display builders, just finished with the BIF and hard at work on the huge Coronation job; I also talked with numerous exhibitors. The answer in general is simple: it pays to exhibit. All Europe goes to trade shows and international fairs in large numbers; all European industry exhibits as a matter of course. With big demand for space, big buildings naturally follow. Can it be that even here in the United States, demand induced by growing trade shows will in the foreseeable future bring adequate exhibition buildings to our major cities?



SALESMEN WATCH ACTUAL SALE on television. Slides were flashed on screen to bring out intricate details of equipment. Running commentary was conducted to emphasize specific points in sales presentation.

## Stromberg-Carlson Dissects a Sale

TV camera allows 60 pairs of eyes to watch a sale. Slides, charts help sales manager point out sales techniques. Company went out on a limb to use actual sale for meeting program because customer reaction was unpredictable.

An almost impossible situation has been developed by Stromberg-Carlson Co., Rochester, N. Y., for its sales meeting. An *actual* sale is televised while, in another room, 60 salesmen and sales engineers listen, watch and comment on the sale.

Setup for this demonstration requires use of two television cameras, two of the company's 21-inch panoramic-vision television receivers, slide projector and screen. John Cornelius and Joseph Ottalagana represented Stromberg-Carlson in making the sales presentation to S. Fred Nixon and George Dinsbier, general manager and plant superintendent, respectively, of Chautauqua and Erie Corp., Westfield, N. Y.

Here is how the program came into being: Each year, the company's Telephone Division calls into conference its salesmen and sales engineers from all over the United States to Rochester, the home office. There, in January, a concentrated three-and-

one-half day conference is staged, to describe to the men all new equipment available and to refresh them on older equipment still in the line.

In preparation for this sales conference, Stromberg-Carlson sends out advanced memos to all salesmen, asking what items they would like to have on the agenda. From suggestions received, and from the company's own knowledge of their needs, the program is built.

This year, one of the newer salesmen requested additional help in how to sell XY Telephone Dial equipment. Possibility of a playlet, in which a salesman or two would talk to a hypothetical customer and, in this way, bring out various sales points, was considered. Mr. Ottalagana suggested that perhaps a customer, who was approaching the time when he would convert his exchange to dial, could be used and an actual sale presented before the group.

The possibility that the whole thing

would appear rigged was discussed. Final decision was to have the sale televised in another room and brought into the sales conference as a televised program. Because Stromberg-Carlson is in the radio and television business and also operates a television station, WHAM-TV, the whole idea was a natural.

Details were worked out with the station, and the customer chosen was close enough to Rochester so that it would not be a hardship for him to come to the meeting as Stromberg-Carlson's guest. The customer, Mr. Nixon, was chosen because of his receptiveness to the idea and willingness to become a guinea pig. He was told in advance that he was under no obligation to buy and that if, after the demonstration and sales story, he was still unsatisfied and wanted to buy other equipment, he was perfectly free to do so. He was, however, a good prospect from the company's standpoint because he had never purchased any of S-C's dial equipment; hence, had not been conditioned to it by any previous sales story.

While the actual sale was in progress in one room, with the two TV cameras picking up all action and a microphone getting conversation, the audience of salesmen and sales engineers was gathered in a second room, listening and watching each move. Salesmen Cornelius and Ottalagana



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 TRADE SHOWS  
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....Tops in Hospitality and Service

Our services and facilities will surprise you . . . Contact  
**RAY J. KRONMEYER**  
 Exec. V. P. and Gen. Mgr., Sacramento Convention  
 Bureau  
 Sacramento 14, California Gilbert 2-2978

explained features of the equipment and reasons why the Chautauqua and Erie Corp. should buy an XY switch-board and allied equipment for its telephone exchange while, in the meeting room, T. C. Thompson, sales manager, Stromberg-Carlson, conducted a running commentary on the progress of the sale. He emphasized important features, called attention to typical customer reactions and reminded his audience of any possible omissions in the presentation.

In order that the demonstration would not drag and that it would have continuity for sales personnel, a series of 10 questions was prepared in advance—questions that the customer would be most likely to ask. These were discussed with Mr. Nixon in advance and left with him, with the suggestion and the request that he add to it any additional questions he had in mind. Mr. Nixon was also told about the few restrictions of television, such as the required wearing of fairly neutral-colored clothing and no flashing jewelry, which would tend to reflect under the bright lights of the television program.

Salesmen Cornelius and Ottalagana arranged their exhibits and factual material in a logical order and the pictures and exhibits that were shown to customers were duplicated in photographs for the meeting audience. Photographs were made into 2 x 2, 35 mm slides and flashed on a second screen in the sales room as the sale progressed. Thus, intricate details of the product that could not be seen on the television screen were clearly viewed.

The actual sale lasted two hours. After the sign-off, the customers, who had been in a room on the same floor but somewhat removed from the conference room, were brought in and introduced to the group.

Although the program was a calculated risk, Stromberg-Carlson felt that it was more worthwhile to have a good sale demonstrated than it was to have an actual sale closed.

Stromberg-Carlson is still negotiating with Chautauqua and Erie, but it looks now as though it is simply a matter of formal signing of the order. As a spokesman for S-C puts it, "Naturally, an installation of this size, and with the attendant details of financing, it takes a long while before the principals actually put their signatures on a formal contract. We have every reason to believe that the job has been sold—at least it has been 'sold' in the sense that they want to buy it. All we're working on now are the final details of finance and engineering."





STEVENS RECEPTIONIST, Miss Beryl Rothaus, at an industrial show, sits behind pre-fab designed combination reception desk, transparency viewing area and storage space.



SAME EXHIBIT UNIT used at a trade show was adapted for sales meeting use. Sales Manager Frank Watt addresses a session from behind the double-duty display.

## Pre-Fab Exhibit Solves Tight Budget Problem

Corrugated cardboard exhibits might seem incongruous with a 624-square-foot barrel plating machine, but fit budget of Frederic B. Stevens, Inc., after moving and installation costs of machinery, and played role at meetings.

BY CARL B. ANDERSON  
Advertising Manager, Frederic B. Stevens, Inc.

If a corrugated, fiberboard living-room chair\* is proving its merit, why shouldn't the same idea pay off in construction of trade show displays?

That question was the main reason for my considering corrugated pre-fabricated displays. Like the housewife with limited budget who must

pass up luxurious furniture in fine woods and rich fabric covering, and investigate practical, low-cost chairs of revolutionary cardboard construction, I had to examine pre-fab displays.

Actually, when you consider our product at a trade show, a full-sized

60-foot-long automatic barrel plating machine in operation, the thought of what might possibly be a flimsy cardboard display background is a little incongruous. However, when you note the amount of money left in the show budget, after space rental and shipping and installation costs, for a two-ton piece of equipment—a unit that covers 624 square feet—the idea takes on a practical economy with which to reckon. That versatility, design, quality lettering and artwork, durability and ease of handling would be added to economy, we discovered after our first purchase of a Capex pre-fabricated display.

We like to think of Frederic B. Stevens, Inc., as a supermarket for the metal finishing industry. Manufactured items range from one-pound tubes of buffing compound to 10-ton automatic plating installations. Both product extremes are important to our business. When a show is scheduled, both must be exhibited if we are to cover Stevens' services adequately.

Our sales department has established definitely that our metal processing equipment should be the center of attraction. In addition to its attention-getting value and opportunity for prospects to view this equipment in operation, we invariably sell the equipment from the show floor. Often the buyer is a local manufacturer and an unknown prospect who needs the equipment, a person we might not have reached otherwise. When he buys from the show floor, he takes advantage of special offers: F.O.B. tradeshow city, free promotion at show and publicity follow-up.

Necessity of placing this equipment in an attractive setting always poses the problem of our staying within trade show budgets. Giant's share of our budget goes to space rental and equipment handling. This leaves little that may be appropriated for background display material.

Pre-fab displays seemed to be the answer and were put to work in our exhibits early in 1952. They had been on the market just over a year then, but we were not the first Detroit concern to try a pre-fab. John Rudin, advertising manager, Atlas Brewing Co., Detroit, had been using a pre-fab for several months, we learned. A call to him brought the information that he had used the same mum weight.

\* Chair manufactured by Comfy Manufacturing Co., New York City, employs cantilever principle of construction without any wood or metal framing. Center corrugation principle of fiberboard gives it maximum structural rigidity with minimum weight.



"Most unconventional I'd say...the way SHERATON Hotels treat a convention manager!"

Yes, but we know harried convention managers like to be treated extra well. That's why we have a fully-trained, experienced staff whose job it is to pitch in and make your convention a booming success.

At any one of the Sheraton Hotels in the United States and Canada, you will find the same friendly welcome... the same complete convention facilities... the same distinguished service... And business and pleasure are always right around the corner.

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**IN THE U. S. A.**  
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 Niagara Falls—Sheraton-Brock

**LIKE TO KNOW MORE?** Then send for our free booklet, "Facilities Offered by Sheraton Hotels." Write: Sales Dept., Sheraton Corp. of America, One Court Street, Boston 8, Mass.



CLIP-LOCK FEATURE of units makes them interchangeable and simple to assemble.

display 16 times within a few months. This worked out roughly to a cost of \$25 a show for display material. It proved the point of most interest to me — sturdiness of the display. Economy was already a recognized feature.

Comparison of costs for a pre-fab display and lowest estimate for a conventional exhibit showed a \$1,500 difference in favor of the lighter pre-fab. Included in the pre-fab price were lightweight shipping cartons while the conventional display costs did not include crates.

From a portfolio of nearly 100 basic elements we selected display features. These were adapted and altered to meet our specifications. The display is built of Rigidor, a sulfite-faced board, developed especially for display construction. It is flameproof.

With an island space to fill, we felt need for corner pylons. These were specially designed and constructed using the same pre-fab technique. When comprehensive sketches of the entire exhibit were submitted, we specified color preferences.

A combination reception desk, transparency viewing area and storage space was designed into the exhibit. This piece was ordered with the thought that it would serve as head table for our Metal Finishing Division's annual sales meeting at a later date. For this use, too, it served well, requiring less time to set up than that usually required for an extra alert hotel porter to bring in tables for the same purpose. Our pre-fabs are assembled with uncommon speed. The 20-foot length of display background, 20-foot reception desk and four corner pylons are up and stocked with our products in less than an hour. Two men usually set up the display although, because of its light weight, it can be erected by one

**THESE DATES STILL AVAILABLE for '53-'54 CONVENTIONS:**  
 DEC. 9 - 18  
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**We stick to the Conventions**  
 ... And the conventions stick to us... some of them for as long as seventeen years (ask Connecticut Mutual, for instance)! One reason is that we're a city in ourselves—everything is at your fingertips. And—most important of all—our entire staff, from manager down to bellhop, is pointedly organized for convention perfection. We've only a few dates left for '53-'54, and many bookings already for the two succeeding seasons, so contact us now and let us help you conduct your most pleasurable convention!

AIR CONDITIONED, SOUND EQUIPPED MEETING ROOMS for 25 to 1200 •  
 WORLD-FAMOUS FOOD, AMERICAN PLAN RATE • ENTERTAINMENT PROGRAM FOR LADIES •  
 AMPLE EXHIBIT SPACE • Olympic Swimming POOL • 1000 FT. OF OCEAN BEACH •  
 4 TENNIS COURTS • 18 Hole GOLF COURSE • COCKTAIL LOUNGES

# Hollywood Beach Hotel

HOLLYWOOD BY THE SEA IN FLORIDA  
 J. W. Tyler, Sales Mgr. N. Y. Office: 400 Madison Ave.



FLEXIBILITY OF UNITS makes them adaptable to different floor sizes and shapes.

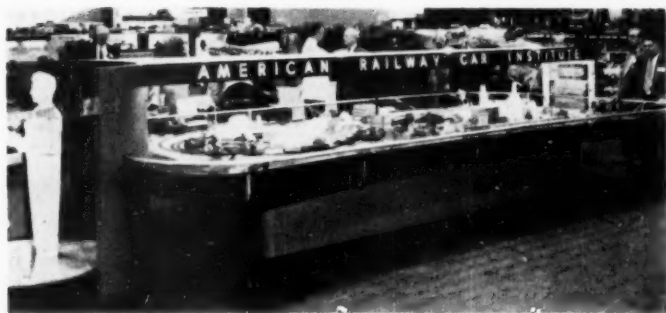
man in a little longer time.

Our sturdy prefabs have simplified exhibiting at trade shows. We enjoy savings in shipping charges, economize on labor bills, and bask in the knowledge that initial costs are reasonable enough to be written off after the first show.

Flexibility of units permits us to adapt several pre-fabs to floor areas of different sizes and shapes. A clip-lock feature of the units makes all elements of a pre-fab display interchangeable.

Savings on storage costs for our exhibit have been substantial. Shipping costs are low and packing cases so compact that we have been able to store them in a 240-cubic-foot area of our own warehouse. Ten feet of pre-fab exhibit weigh approximately 100 pounds, compared to between 500 and 1,000 pounds for a wood display.

Costly and time-consuming dismantling delays are eliminated and, as might be expected, dismantling our exhibit is easier than assembling it.



## "Toy" Trains for Railroad Men

An operating railroad display, one of the most elaborate scale models ever constructed, was a feature attraction in American Railway Car Institute's Pan American Lounge at the AAR-Railway Supply Manufacturers Assn. convention, Atlantic City.

The display, built by Hartwig Displays, Inc., Milwaukee, featured five double-diesel engines with about 50 freight cars of all types, as well as a complete passenger car train.



the  
sales meeting  
they'll never forget  
in **BRANIFF's**  
Latin America!

For the most memorable meeting in your company's history, add a touch of the tropics! It'll be "terrifico", whether you fly to Havana, Panama, Lima, Buenos Aires—or go all out to Rio! It's just as simple as holding it at home base, too. Our Convention Bureau will handle all travel details. And don't forget to check on our pre-convention and post-convention tours to South America. There's a handy coupon for you to use below.



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141 offices  
in strategic cities  
throughout  
the western  
hemisphere.

it's  
**BRANIFF**  
INTERNATIONAL AIRWAYS

Convention Bureau  
Braniff International Airways  
Love Field, Dallas, Texas

Gentlemen:  
Please have your representative contact us  
to discuss our coming sales meeting.

Name \_\_\_\_\_ Title \_\_\_\_\_

Organization \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_

# Mr. Bentz Is Worry-Free

His meetings run like clockwork. He has no trouble with hotels and gets everything done his way. This insurance man has one big policy: Everything must be put in writing.

To insure that your meetings run as smoothly as you plan them, take a tip from an insurance man: *Put everything in writing.*

Philip H. Bentz, agency secretary (corresponds to sales promotion manager in industry), Philadelphia Life Insurance Co., has a policy that guarantees split-second timing of all meeting activities. Leaving nothing to anyone's memory—including his own—he prevents the many frustrating experiences that often befall a meeting chairman. Recognizing that nobody's memory is as accurate or infallible as the written word, he uses a half dozen check lists to chart progress and operation of everything.

Philadelphia Life operates in 15 states and stages two meetings a year for sales personnel: one for managers in February and an incentive meeting for salesmen in November. Between 150 and 250 salesmen qualify for November sessions by attaining sales quotas. These meetings are staged in resort hotels.

## Letters To Hotels

When a particular area has been selected for the November meeting, Mr. Bentz writes to each hotel in the area that might have facilities he seeks. After narrowing down possibilities from responses to his initial inquiry, he then, armed with a check list, visits each prospective site to determine which has most to offer. After each visit he makes a written report to himself on each hotel. Reports include rates, management efficiency, staff service, facilities, hotel atmosphere, advantages, disadvantages and conclusions. From these reports a final decision is made on the meeting site.

From the selected hotels, Mr. Bentz gets floor plans of meeting and banquet rooms and compiles information on size and shape of dining room tables, types of meeting room chairs, position of electrical outlets and other physical data. With complete dossier

on what the hotel has to offer and with a check list on every facility his group might need, Mr. Bentz is able to draft meeting plans to a nicety.

Do hotels think he is finicky? Not at all, they love him—and he loves hotels. He maintains perfect hotel relations because he relieves the hotel of all its worries and problems connected with group meetings. His hotel need anticipate nothing. Everything that need be done is on paper.

## Memorandum

Mr. Bentz prepares a memorandum—approximately eight pages—which is sent to the hotel at least a month in advance of the meeting. Originally he sent a single copy of his memo, but now hotels ask for multiple copies so each department head might work from it.

Here is an excerpt from a typical memo:

"Meeting room should be set up in accordance with attached diagram. Tables should be set up starting 15 feet from edge of semicircular steps leading to stage. There should be an aisle of 6½ feet on either side with a 7½-foot aisle in the middle. Tables should be 16 feet long and three feet wide, covered with white tablecloths. Five chairs should be set at each table and four feet should be left between front and back of each table. After fifth table, a six-foot aisle should be left as indicated. Curtains between pillars on both sides of room should be closed. All lights should be turned up and all windows (at ceiling) should be opened for ventilation.

"At 'A,' standing floor lectern with reading lamp should be placed with gavel and microphone attached to PA system. Pitcher of ice water and four glasses should be set on side table. Please assign houseman to fill pitchers with ice water during intermissions and during lunch hour."

Mr. Bentz does not mail his lengthy memo, covering every second and every facility—including how many pencils where—and trust everything

will go right. He holds a meeting with key people in the hotel a day before his convention. His session with the hotel manager, sales manager, chef, superintendent of service and housekeeper has two advantages: He gets to know key personnel and covers his memo in detail with each one.

## Before-Meeting Check

For most meeting planners a voluminous memo and briefing session might be enough, but not for Mr. Bentz. An hour before each session of his convention he is on hand to see that every detail outlined in advance is followed.

Just as precise in planning social aspects of a meeting as the physical, Mr. Bentz surveys home-office personnel to determine who knows whom. A survey form lists everyone who is to attend the meeting. Beside each name, a check mark is placed under the previous conventions attended. To the right of the survey form are notations: "Know well," "Know casually," "Don't know." Each home-office man checks one of the three notations beside each name. Previous meetings attended are noted on the survey form to refresh memories.

From returns to this survey, Mr. Bentz arranges for luncheons where home-office people can sit with field men they don't know. Before the meeting, he sends a list of five or six names to each home-office man attending the convention. The man receiving the names then calls individuals on the phone, upon arriving at the convention hotel, and invites them to lunch with him. This is less formal than name plates at tables and gives field men and office personnel a chance to chat before lunch.

## Seating Arrangements

Field men sit at different tables at each meal. This allows them to meet home-office personnel from every department. In this informal atmosphere, salesmen can discuss their problems and get the view of office people who have a few problems of their own. Whether it's a simple half-hour luncheon or final banquet, at least one company executive sits at each table. For the banquet, seating is alphabetical for salesmen, and executives are distributed throughout the room. Seat assignments can start with either end of the alphabet and only the company president, William



**USE**

# CUTAWAYS

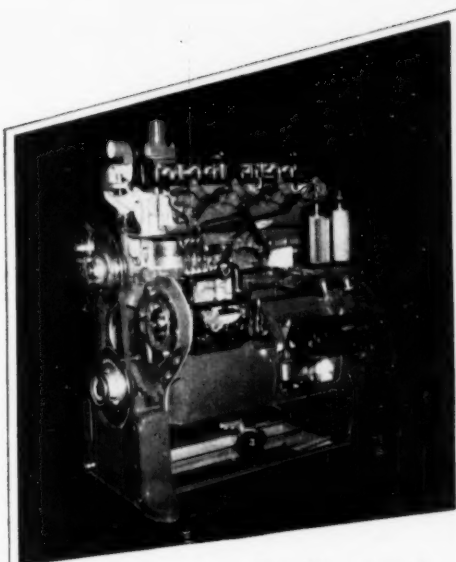
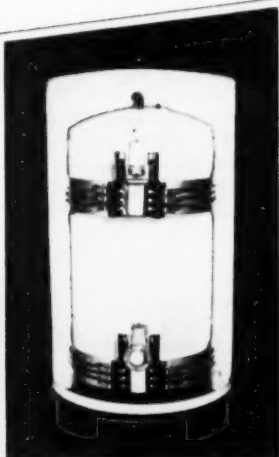
**to tell the  
inside story of your product**

Cutaways show engineering features, operation advantages and quality construction of many products...better than any other method of demonstration. They convince the customer, they sell the dealer and distributor and do wonders in sales training, too.

Operating cutaway of DeSoto Firedome V-Eight engine on turntable, with dimmer lighting under red plastic "dome" base, plus sound.

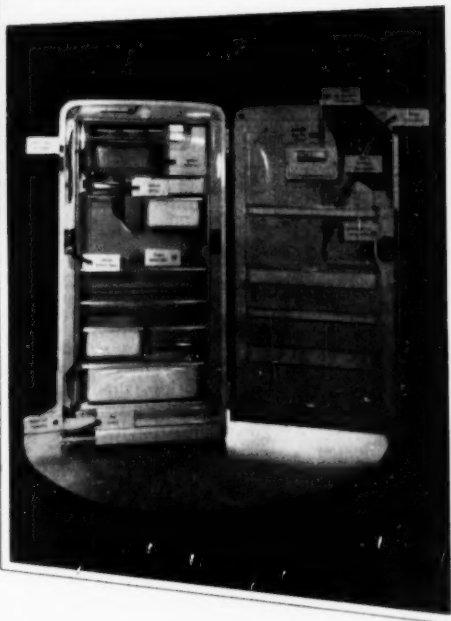


Cutaway water heater for Hotpoint, Inc. animated by neon tubes lighting in sequence to show operation of colored heaters and internal colored lighting projected on translucent plastic, indicating transformation from cold to hot water.



Power driven cutaway of International Harvester Company UD-9A Diesel power unit.

Cutaway International Harvester refrigerator shows quality construction features.



We are specialists in making cutaways and animations. We also design and produce convention exhibits, museum exhibits, dealer displays, showrooms, sales meeting stages and props, and models. Write or call for information and prices.

**GENERAL EXHIBITS AND DISPLAYS, INC.**

2100 NORTH RACINE AVE., CHICAGO 14, ILLINOIS • PHONE: EASTGATE 7-0100

SM/OCTOBER 1, 1953





## TIE sales effort together with AdverTIES



Athletic teams . . . or SALES TEAMS . . . score on collective effort! Worn by EVERYONE at your campaign kick-off, with your trademark, product, or slogan colorfully reproduced, Adver-TIES will unify your sales team!

Decorated with a specific campaign motif, or with your slogan or product, for repeat wear, this HAND MADE neckwear . . . will fire up your sales meetings! Designed for you . . . dignified or flamboyant . . . Buy Adver-TIES in any quantity . . . one unit or a million!

★ Write TODAY for details. Furnish ad samples and estimated quantity.



**AMERICAN**  
NECKWEAR MFG. CO.  
DEPT. SM  
320 S. FRANKLIN ST.  
CHICAGO 6, ILLINOIS

Elliott, gets the same seat each year—at table number one.

### Wives Invited

Wives are invited to these conventions and are included in all plans. Meeting promotion always is sent to both husband and wife. In advance of the conclave, biographical sketches of wives attending the meeting are distributed. Sketches include nicknames, names and ages of children, dates of previously attended conventions and husband's title or position. Separate sketches of husbands are included in the printed program. These sketches include former jobs and hobbies. Distribution of biographical material aids everyone to get to know each other quickly and to take advantage of social events, every minute during the three-day parley in which they are to be together.

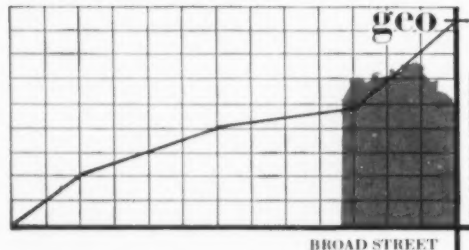
To eliminate the tipping problem for conventioners, Mr. Bentz advises them in advance not to tip hotel employees, except for special, personal service. All gratuities are paid by the company based on an average of \$2 a day for each man in attendance. As an added reminder not to tip, each registrant—with his hotel room key—is given a little card telling him

gratuities are being paid by the company and "Please don't tip."

At convention's end, Mr. Bentz sits down with the hotel manager and goes over a list of hotel employees to determine how much each should get of the more than \$1,000 set aside for gratuities at an average meeting. Gratuities are put into sealed envelopes with the name of an employee on each one. Envelopes are distributed by the hotel manager. There are several advantages to this system: 1. Employees know in advance that they will be tipped generously by the company and provide good service; 2. Hotel management knows everyone from doorman to telephone operators will receive gratuities which helps maintain good employee relations; 3. Conventioners are not plagued by outstretched palms and enjoy preferential treatment.

### Special Registration

Upon arriving at the hotel, conventioners are speeded to their rooms via a special registration desk. Philadelphia Life personnel need not register with the room clerk but merely check in at the company's desk in the lobby. Each registrant is handed a big envelope and a room key. His



## GRAPHICALLY speaking of SALES MEETINGS

There's not a better place for the meetings of your sales organization than where Broad Street meets Walnut—at the Bellevue.

There's transportation convenience for getting there . . . and personal convenience when you arrive . . . greater than ever since our program of modernization has made the Bellevue a place with the finest in modern facilities and accommodations . . . and the finest in old-time hospitality and service.

Meeting rooms are available for groups of any size . . . from 10 to 1000 . . . Out-of-town visitors to your gathering will enjoy the Bellevue's superb accommodations and service.

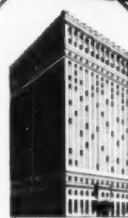
Talk it over with Miss Adele Downey—Call PE 5-0700.

Bennett E. Tonsley  
Vice President and General Manager

**THE Bellevue-Stratford**

BROAD & WALNUT STREETS  
PHILADELPHIA 2, PA.

## BUSINESS and Pleasure in TULSA means -



- AIR-CONDITIONED COMFORT
- CENTRAL LOCATION
- CONVENIENT COFFEE SHOP
- NEW MODERN ADJOINING GARAGE

**THE MAYO**  
TULSA'S FINEST HOTEL

Home of the Popular Terrace Room

luggage is picked up by a bellman and within a few minutes from time of arrival he is in his room.

In the envelope is a meeting program, a notice that each man will be awakened at 7:30 AM by the telephone operator, a badge, biographical sketches of wives attending, and a Bingo card. The Bingo card is a special game devised to get everyone acquainted.

### Signatures — Not Numbers

Each delegate takes the blank Bingo card and has the 25 spaces filled in by 25 different people attending the meeting. Each space is filled in with a signature, preferably by individuals previously unknown to the card owner. At a special meeting the first night, Bingo is played with names of individuals in attendance called out instead of numbers. Whoever fills his card out first wins. As each name is called out, the individual rises so all may enjoy this little introduction to the entire group. The game, titled "Get Acquainted Bingo," is genuine fun, first in rounding up 25 signatures and second, in playing to win.

Because attendance at the convention is, in effect, a prize for good

salesmanship, business is limited and major emphasis is placed on fun. Every convenience of attendees is planned for in advance. If all delegates cannot be moved from the train station to the hotel at once, coffee, doughnuts, orange juice or other light snack is served at the station until everyone gets transportation. Where possible, baggage is tagged with room numbers in advance so that it can be taken to the room right from the train station.

As soon as registration is completed, a list of all in attendance — with their room numbers — is reproduced and distributed. This allows delegates to look up old friends and serves as a directory for telephone operators.

### Gift for Secretary

Besides department heads of the hotel, one individual Mr. Bentz always contacts in advance—and usually presents a gift—is the manager's or sales manager's secretary. "She is often an invaluable aid in directing you to the right person for a particular service. She usually knows everything worth knowing about the hotel and can be an indispensable aide in getting things done."



### International Amphitheatre

Home of the Chicago National Automobile Show — Chicago International Sports and Outdoor Exposition—Sonja Henie Ice Revue—International Live Stock Exposition—International Kennel Club Dog Show—The Chicago Home of the National Metal Exposition—International Heating and Ventilating Exposition.

260,000 Sq. Ft. Exhibit Space

Individual Halls

4,000 to 55,000 Sq. Ft.

ARENA SEATS 12,000

Air Conditioned

Many Smaller Meeting Rooms

Free Parking for 4,000 Cars

15 Minutes from Loop Hotels

### International Amphitheatre

42nd & Halsted

Chicago 9, Ill.

# MEET

★ Everything to make your meeting a success! Metropolitan — without "big-city" congestion — Recreation — Industry — Frontier History — Mild Climate

**8 Downtown HOTELS**

**Inexpensively—Centrally—Conveniently in the Nation's "MAGIC EMPIRE"**



**TULSA**  
The OIL CAPITAL of the WORLD



*Write*

**CONVENTIONS DEP'T—TULSA CHAMBER OF COMMERCE  
616 SOUTH BOSTON—TULSA, OKLAHOMA**

There are dozens of events for homemakers in Portland, Ore., to attend because...



## Women's Shows Boost Newspaper Lineage

*The Oregonian* puts on product displays that make news. Its flexible Hostess House quarters permit industry-level shows, cooking schools, radio shows and product exhibits.

BY KAY BOLLAM

Director, *The Oregonian* Hostess House

Because a newspaper is a two dimensional medium, it need not be blind to the impact of three dimensional display. It is through this third dimension—the physical presentation of news—that *The Oregonian*, through its women's department, *The Oregonian* Hostess House, has piloted the way to a new type of newspaper service both to reader and advertiser.

Hostess House, an editorial unit rather than promotion or advertising department, is a news department. Its primary concern is to present news, whether in its daily women's section or on view in auditorium or reception room. It is staffed by graduate home economists trained in journalism.

Hostess House activities include the usual newspaper women's department services of news writing and question answering by phone, letter or personal interviews with staff members (foods, fashions, home decoration and entertainment editors). In addition to such services, it carries on a full program of display work. Briefly, displays fall into three categories: big industry-level shows; week-by-week reception room displays

for advertisers; and small non-commercial displays of newsworthy developments in our area that vary from arts and crafts, new table settings or floor coverings to what the handicapped are doing.

Physical layout of the department was planned to make such a program possible. Reception room includes carefully planned and flexible display spaces in addition to editor and staff offices and opens directly into the auditorium which seats up to 350. The auditorium, when not in use for big shows or the three-times-a-week Hostess House Party radio show, is used by women's groups for meetings, teas and special programs. Thus any display in the department is assured a good, daily audience.

The radio party, held at 10 AM, supplements the department program. Baskets of advertiser products are given as prizes for audience participation and products are often sampled by every visitor at the show. New food products are often served with coffee following the show and, while they eat, visitors can study displays in the reception room. Thus the de-

partment visitor actually sees and often has a chance to use the product she reads about.

Reception room displays vary from canned products (soaps, cereals, etc.) to moderate-size furniture groups correlated with decorator items, and even room-sized rugs with related items. These usually are timed so that displays, and any editorial material used in connection with them, come one week in advance of any advertising on the item or items. In other words, we present material as news and advertising says who has it. Once an item appears in advertising, it is no longer news. Our object is to tell the news and stimulate interest. Advertisers have found that best results are obtained when they follow immediately on our presentation. It keeps both display areas and women's section full of news and free of plugs so that our following and readership keeps increasing all the time.

In our auditorium, there are from three to six large shows a year, presented on an industry level. With them, we attempt to bring visitors up to date on the specific field. An example of this was our recent spring show where we presented plastics, working chiefly with suppliers of plastics materials and manufacturers.

The undertaking seemed a bit too gigantic at the start, considering the industry's size, but we finally managed to present, in simulated room set-ups, the developments—most recent—that we felt were of interest to women in the home. Much could be done to combat the feeling that all plastics were cheap and perishable,



and so we included very high priced as well as medium and low priced items. Few of the latter were included and those chiefly on the basis of good design or special function.

Included were plastic finished wallpapers in new designs; Masland's new all Saran carpets (flown out from the factory for us); a large exhibit showing application of plastic-coated metallic threads in upholstery, rugs and table linens sent by Metlon Corp., New York City; U. S. Rubber's Naugahide and upholstery swatches from all major companies. These were mounted on a huge section of Congoweld so that both back and front could be examined.

Programs distributed at the show listed items, the advantages of each, type of plastic from which it was made and instructions on how to care for the item. About 100 companies participated in the show.

Bolta Products Sales Corp. asked us to attempt this show for the plastics industry as a result of the "Woods for Western Homes" show presented previously, in which major new developments in the important Northwest plywood industry were presented.

### Building Industry Slump

At the time plans were formulated for the WFWH show, the building industry, due to certain restrictions on materials, was in something of a slump. The slow-up was primarily in the building of new homes. It seemed that much could be done in remodelling old homes and that our plywoods ideally suited the job. We felt that both the homemaker and her husband probably didn't know the full range and beauty of plywood finishes, especially in the new ones just on the market. If homemakers saw them properly correlated with other home interior items such as paints, drapery and upholstery fabrics and wallpapers — even small accessories — it would help them to visualize what plywood could do for their homes. It would show them how well adapted to wall finishing in new homes plywood was.

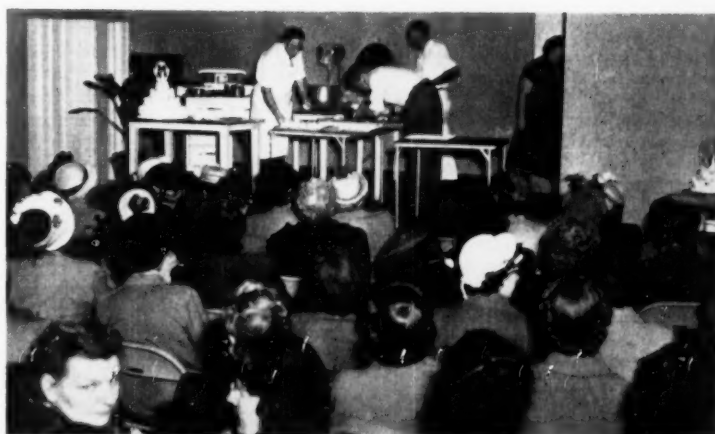
The show was installed to appeal to three income levels. People who could afford to build a new home, those who could do only major or minor make-over jobs and those who could only improve storage spaces or build small pieces of furniture. It all fitted into the news formula. Fifty panels, sandwich-board fashion, were shown to achieve as nearly as possible the illusion of a room wall. Standard



LONG VIEW WINDOW gives full view of reception room and displays.



PLASTICS SHOW in the auditorium brings visitors up to date on products.



CAKE DECORATING DEMONSTRATORS attract large crowds to cooking school.

four-by-eight-foot panels were used in both hardwood and softwood surfaces and in new color effects and grains. Each had its accessory items to suggest the finished room color scheme and decor.

New Plyron hardboard was used for a complete kitchen unit with Thermidor cooking units and stainless steel working surfaces. This was a 10-foot unit placed along one wall just off stage. On stage, were Doug-



## Enjoy this superlative resort at a **LOW Group RATE**

There is no finer place to hold a group meeting—this magnificent resort hotel with every facility and a resourceful staff. Superb food and service. Golf on championship courses (playable two thirds of the time during winter). Swimming in indoor pool.

Now you can enjoy all its advantages during the winter at an all-inclusive group rate which covers room, meals, golf, swimming, Old White Club, meeting rooms, gratuities to dining room personnel, maids, bellmen on arrival and departure.

Effective Nov. 23, 1953 to Mar. 14, 1954

**\$17** per person, per day, double • **\$19** per person, per day, single

**The Greenbrier**  
WHITE SULPHUR SPRINGS  
WEST VIRGINIA

Overnight by C & O streamliner from principal eastern and midwestern cities.

Telephone: White Sulphur Springs 110  
Teletype: White Sulphur Springs 166

Or inquire of Greenbrier Offices in:

New York, 588 Fifth Avenue • JU 6-5500  
Chicago, 77 W. Washington St. • RA 6-6025  
Washington, Investment Bldg. • RE 7-2642  
Boston, 73 Tremont Street • LA 3-4497

las Fir Plywood Association's prize-winning "Mr. & Mrs. Wardrobe" units. In addition, small pieces of Handy Panel plies, which are plywood sheets cut in small, easy-to-handle sizes and sold with patterns for pieces of furniture, were shown.

Two weeks before the show opened, Western Cooperage came in with its new Hemlock-faced, warp-resistant ply — never before shown — and provided us with a handsome bedroom storage unit, including a hidden unit which could serve as desk or vanity, and also sliding doors of the Hemlock ply. To tell the story of the finished rooms, approximately 50 photographs of the best work of Northwest architects were displayed, in which wood finishes had been used in interiors.

While the show was being put together, the new Martin Seymour stains (dye type) for woods came into our area and were introduced for the first time. Ply chips in both hard and soft surfaces were stained and arranged checkerboard fashion to show the big color range possible.

Entire show operation is flexible to allow up to the last minute for including newsworthy items. Shows such as this draw up to 15,000 in the four or five days that we run them. We have found one week satisfactory showing time, even on the very largest of shows.

### Food Programs

Cooking schools and programs that have to do with foods are carefully timed for maximum interest and usually feature a subject rather than cooking in general. Our freezing schools are an example. Each of our major distributors sends one home freezer unit for the display and it is planned to show the full price range and types available. The best authority on home freezing in the area, Miss Phoebe Gillam does the school for us — two days — and it is always packed. Sixteen units, ranging in the medium priced bracket, were sold as a result of the first home freezing school. Each year, distributors and retailers report back on similar results.

In addition to exhibits, which have a definite advertiser tie-in, we keep our front window arranged with newsworthy items that vary from imports to what to collect for dried flower arrangements and how to arrange it. New flatwear patterns, china and crystal, are likely to appear there in single place settings, sometimes based on holiday themes. New types of Christmas decorations appear

and these may be commercial or items for which we have developed patterns.

Our reception room is so planned that from four to six and sometimes more displays of products made or sold by our advertisers may be exhibited. We have two standard-sized show cases and, in addition, use wall space which, like all our department, has no set fixtures. One large, birch-surfaced wall has a regular pattern of holes into which dowels can be put for shelf support, allowing any arrangement we wish since shelves themselves vary in width and length. This gives a completely flexible display area adapted to large items or groups of small items. Other walls can be used as one big surface or a cork bulletin board can be hung from wall top. Walls were kept seven feet high instead of ceiling height in order to make such displays possible and to create the illusion of space in small quarters.

### Radio Party

An extra push is given advertisers in the form of Hostess House Party. Built around Hostess House, the Party is aired weekday mornings over KGW, Portland. It's a combination of music and audience participation. Guests receive gifts right off *The Oregonian's* advertising pages.

As a rule, I initiate ideas, but the beginning of the idea may come from any source: shops, advertisers, what is read in *Wall Street Journal* that indicates a coming trend or what anyone on *The Oregonian* payroll—from office boy to publisher—may think is a good suggestion. A rough outline of type of show, what it might include, its cost and the mechanics of installation and possible advertising tie-ups, is made. The outline goes to heads of advertising, promotion and editorial departments and is discussed. If approved, it goes to managing editor and then to general manager and he may in turn discuss it with business manager if major expenses are involved. After the plan is okay'd, the show is entirely in my hands and the editor involved (fashions, home decoration, etc.) in whose subject range it is. What we do involves the complete cooperation of *Oregonian* personnel and inter-department working together has worked very well.

And there you have our story. Hostess House women's section in the paper, Hostess House Dept. and Hostess House Party. If advertising lineage is any indication, our three-way program is paying its way — handsomely.

# Farm Theme Conditions Salesmen to Cooperate

Dravo Corp. pegs meeting to agricultural terms to "sow the seeds" of cooperation between many sales divisions. Green thumb gloves remind salesmen of company aims and plans.

Dravo Corp., Pittsburgh, compared agricultural terms with salesmen's objectives and came up with a farming theme for its fifth annual sales meeting. Aim: to help educate salesmen on the company's products.

Each division of Dravo operates as a separate company—with its own problems and its own sales force. One major objective of the company—not only in the conduct of the sales meeting but also in its corporate advertising—is to overcome the specialist attitude of both customers and salesmen. A salesman of fabricated piping is not expected to try to sell a dock when he sees that a customer's expansion program might call for it, but Dravo wants him to be able to recognize the opportunity for the Contracting Division and, possibly, hold the issue open. With its diversity of products and services, the company feels it is more important at meetings to emphasize cooperation between divisions, and to give each man a look at all the things outside his own field, rather than concentrate on any one item by demonstration or special tour.

## Incidental Sessions

Various meetings of divisions and departments are actually incidental to the general sales meeting rather than integral with it. Dravo maintains principal sales offices in New York, Philadelphia, Chicago, Detroit and Cleveland, with less extensive representation in other cities. Except in New York, where both Machinery Division and Engineering Works Division are represented, personnel in these locations are all members of Machinery Division. Out-of-town attendance at the general sales meeting is, therefore, primarily Machinery Division. Salesmen of other divisions, working as they do from a central location in Pittsburgh, require the

general discussion of corporate programs more than special meetings of their own. Secondary meetings of Machinery Division salesmen take advantage of their returning for the general meeting.

## Colorful Subject

The general sales meeting in Pittsburgh was scheduled for Monday afternoon and evening. Speakers found agriculture a colorful subject for comparison with the points made in their remarks. A talk on "Greater Yields Through Research" compared promotion of company products with "Conditioning the Soil," while "Marketing the Crops" pointed out how salesmen should sell the company across the board. "Seeds of Successful Selling" gave psychological factors of salesmanship.

Before the general sales meeting, Machinery Division held a meeting in the city on Monday morning to go over the programs. Heating Dept., Machinery Division, comprising the largest single group of out-of-town people, held a meeting on Tuesday morning to discuss its special problems. Each division, in turn, acts as host for the sales meeting. Host group this year was Engineering Works Division. The general meeting convened at Neville Island, with an afternoon session, a tour of the Neville Island Plant and a dinner meeting.

## Green-Thumb Gloves

In keeping with the agricultural theme, a pair of garden gloves with green thumbs was given to each salesman. Dravo is after a good harvest in its sales efforts and, at the sales meeting, presented thoughts about good sowing.

## WHICH WAY ARE YOU GOING TO DO IT?



Sales Meetings can be hard work or they can be easy. They can take hours of preparation, or be wrapped up easily. They can be just talk, or interesting and result-producing.

Which way are you going to do it?

Why not do it the easy way?

The way that relieves you of many hours of preparation. The modern way that is being used by many major companies.

Hold your next sales meeting the AGGRESSIVE SELLING way . . . An outstanding sound slide program covering:

- "CREATIVE SELLING"
- "THE ATTITUDE THAT GETS BUSINESS"
- "WHAT DO YOU SELL?"
- "BY-PASSING SALES RESISTANCE"
- "ARE PROSPECTS DIFFERENT?"
- "PRIDE IN PRICE"
- "CLOSE ISN'T CLOSED"
- "HUMAN RELATIONS IN SELLING"

You may obtain a preview without obligation.  
Write Dept. F for details.

**WESTEN-WILCOX**  
6108 Santa Monica Blvd.  
Los Angeles 38, Calif.



A COMPLETE FIRESTONE STORE was created in a studio for the film.



TRAINED MEETING CREWS were sent out to insure same interpretation of script.

## "Not Enough Time"

Titles for Firestone films prophetic of herculean task to produce them two months from day ideas were formulated. Conclaves termed best ever. Films were program base.

BY C. B. RYAN

Advertising and Sales Promotion Manager  
Firestone Tire & Rubber Co.

Our dealers tell us our Spring Dealer Meeting was constructive and provided them with information and plans to increase and improve their business. Our own organization says it was the best we have ever held. We're finding out just how good it really was through the results of increased sales for Firestone's dealers and stores this Summer and Fall.

### Purpose

Firestone's 1953 dealer meeting was planned with just one purpose in mind: to convince every dealer that Firestone's "Complete Business Franchise" is the greatest sales and profit maker in the industry, provided the dealer will organize his time and let it work for him.

This sounds like a pretty big order, and it was, because our whole meeting was not designed around some new tricky ideas. It had to be planned around fundamental business techniques that every dealer in the room had heard discussed before.

You may wonder, why rehash an old subject? It was our sincere feeling that our dealer organization would be faced with hard selling days during 1953, and it was the opportune time to prepare it for real competitive selling through a review of what it could do with the Firestone franchise if put to work.

We discussed many ways in our planning sessions on how to tell this story: Should we write a show and use professional actors, use closed circuit TV, or let our field selling organization handle it in prepared speeches, charts and slides?

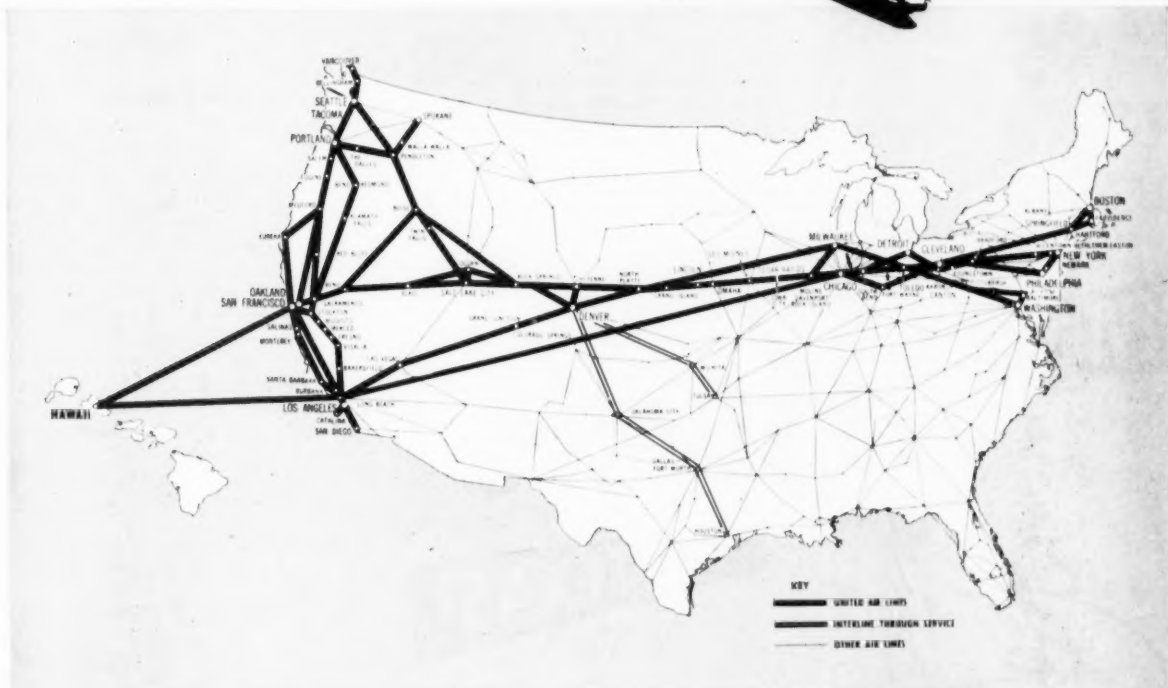
### What Medium?

We decided to present our story in two movies—one on tire selling, the other on how to organize to sell more home and auto supplies. Then, to drive our story home, we planned to let our field selling organization review points in the movies after showings.

We knew the decision to use movies created terrific problems because our meeting plans were finalized just after New Year's and our preview for management had to be March 1 if we were to get our show on the road April 1—absolute deadline. But we had done difficult things before.

From basic ideas to final print in less than two months is a herculean task when just one production is involved. Two feature-length movies, each highly technical from the script





## PLAN YOUR CONVENTION WITH THIS MAP!

... It's United Air Lines' "Route of the Mainliners"  
... your guide to fast, dependable travel, convenient  
schedules, bigger than ever attendance records, more  
productive sales meetings!

Over these routes, United Air Lines' Mainliners fly  
daily schedules north, south, east and west, getting  
you and your men to and from convention sites  
quickly, comfortably and usually for less than the  
cost of First-Class Rail travel with lower berth.

With United Air Lines, you enjoy delicious meals,  
full stopover privileges enroute. You can take your  
wife along for half-fare under the popular United  
Family plan, enjoy a choice of 1st Class or Air Tourist

accommodations and many other savings in time and  
money.

Let United Air Lines help plan your next meeting!  
Information about schedules, costs, optional routings  
and stopovers is yours for the asking. Promotional  
literature to help stimulate interest and attendance  
is also available, without extra charges, through your  
nearest United Office or by writing:

**Convention Bureau—United Air Lines**  
5959 South Cicero Avenue, Chicago 38, Illinois

THE NATION'S NUMBER ONE COAST-TO-COAST AIRLINE



writer's angle, seemed impossible.

The problem was handed to Owen Murphy Productions, New York City. They accepted the challenge, moved script writers into Akron and literally lived in Firestone offices until scripts took shape. All department managers involved in the story presentation were alerted to give script writers top priority. Script conferences, briefings on technical angles moved swiftly, and format and synopsis were quickly decided upon. On January 21, we read the first draft of both scripts to management, and

both had to be reworked in part. Two days later both scripts were OK'd and the production race began.

### Underway

In the meantime, our men started props toward New York City and Sarasota, Fla. In New York, a Firestone store, complete in every detail—equipment, merchandise and sales personnel—was assembled at Fox Movietone Studios, practically overnight. When you consider that a com-

plete Firestone dealer store includes approximately 3,300 lines and items of merchandise, you can readily see this was no small undertaking. Interior shots of service areas involving heavy equipment were scheduled for Sarasota. This meant getting new tire-changing machines and other service equipment of the latest type installed.

### Shooting Begun

While camera crew and sound crew were started to Sarasota, the cast was being selected in New York, and the first shots were underway within three days under the direction of Owen Murphy himself. At the beginning of the following week another crew, under the direction of Charles Turner, Owen Murphy Productions, began shooting at Fox Movietone.

Most of the Sarasota shots were exteriors, so weather was a factor. Luck held, and with the exception of one afternoon shower, everything went along on schedule. Many shots involved actual operations around the gas islands, which required careful preparation.

Back in New York, Owen Murphy Production Department had assembled a battery of editors who worked around the clock. As each day's rushes were received, scenes were edited and inserted into their approximate place. A fully-edited work print of the franchise film was reviewed the third week in February and, due to close cooperation of members of our advertising staff and the film directors, only one minor retake was necessary. The edited work print on the tire-selling film was reviewed the following week. Final answer prints for both films were in Akron on schedule for the management preview March 2, and both were enthusiastically acclaimed by management and our entire Sales Department.

### Films' Content

These two movies both told the story of the right way and wrong way to sell Firestone products. They had to be genuine, down to earth and to the point. We included in the movies not only sales techniques, but product information, hints on hiring and training employees, how to handle advertising, how to eliminate profit leaks through properly receiving and handling merchandise, how to or-



**EVERYTHING'S** *Bigger* **-IN TEXAS!**

And your convention or trade show can be the biggest yet at the home of the world's largest State Fair!

Air conditioned Auditorium seats 4,301; six large modern exhibits buildings await your displays; parking area to accommodate 12,000 automobiles.

Just ten minutes from downtown fabulous Dallas! Served by nine major railroads, seven airlines, scores of bus lines and a dozen major highways!

**Make Sales History with Your next Show at**

**State Fair of Texas**

**JAMES H. STEWART**

*Executive Vice President and General Manager*  
Dallas 10, Texas

ganize for more effective outside selling, how to display a store to best advantage and, finally, how to sell merchandise to receive full list price from the customers served.

Because of the variety of subjects dealt with in these movies, photographic problems were serious ones. Every man on our staff as well as in the Owen Murphy organization worked practically around the clock in order to deliver the final prints, air-mail, special-delivery to 46 districts, 24 hours prior to the scheduled meeting time—April 1.

Perhaps it was a coincidence that our movies carried these two titles: "Not Enough Time" and "You Can Do It Too." These titles became a challenge to everyone involved because, through super effort, we did have enough time and every meeting went off on schedule.

#### Additional Plan

This year we adopted an additional plan which made our meetings more effective. In the past, we have sent a meeting outline, script, slides, charts and all other props out to our field organization, along with a booklet of instructions. We let our individual sales organizations in our 46 district offices organize and put on their own meeting in their own way. Consequently, we found that we were getting 46 interpretations of the script—some good, some bad.

In order to insure the same type of meeting being put on for the Spring of 1953 by all 46 Firestone districts, we sent trained meeting crews to five major points in the country to put on five training meetings for all personnel who would be involved in the 46 meetings. By doing this, every man involved knew exactly what his specific job would be during the meeting. He saw first-hand how the meeting was to be conducted. He observed the timing. He had the opportunity to see sample prints of the movies prior to the meeting and, because of his observations, was able to put on the identical meeting in his district for his dealers.

#### Future Plans

I am sure Firestone will always do this in the future, as the time spent to train members of our sales organization in the field was well worth the expense and effort put forth to do this job.

We believe our 1953 Firestone Spring Dealer Meetings were a suc-

cess and that we have again developed in the minds of our Firestone dealers the value of the Firestone "Complete Business Franchise." In talking with Firestone dealers, they constantly refer to various characters in these two movies—evidence that these movies effectively emphasized what the dealer must do to be successful in running his business.

Our dealers do not feel that we were rehashing old subjects but, through the dressed-up movie version, the great majority of them are more

convinced that they do *have enough time* and that *they can do it, too*.

#### Films Still In Use

We are still using these two movies with dealers and their employees and will continue throughout the year to keep emphasizing those important points brought out in these movies. They have helped our dealers and stores realize greater sales and greater profits.

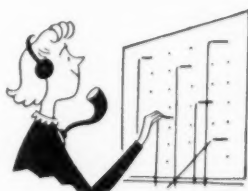
## Five reasons why...



*Fine food*



*Comfortable rooms*



*Efficient service*



*Star entertainment*



*Old-fashioned hospitality*

## You should stay HOTEL STATLER

NEW YORK • BOSTON • BUFFALO • DETROIT  
CLEVELAND • ST. LOUIS • WASHINGTON • LOS ANGELES

★  
ANOTHER GREAT NEW STATLER—HARTFORD

(OPENING SUMMER, 1954)

ON THE GULF COAST . . .

## Unexcelled CONVENTION FACILITIES



### for your next SALES MEETING

A luxurious air-conditioned resort hotel specializing in conventions . . . finest meeting and banquet room in the south seating 1500 . . . experienced convention staff trained to handle a "package" convention for you. Conveniently located between New Orleans and Mobile. Write us for more detailed information.

Jimmie Love, Gen. Mgr.

THE  
**Buena Vista**  
BILOXI, MISSISSIPPI  
OVERLOOKING THE GULF OF MEXICO

MEET "down South"  
IN  
**MEMPHIS**

COMPLETE  
CONVENTION  
FACILITIES

MODERN  
ATMOSPHERE  
AIR-  
CONDITIONED  
COMFORT

AIR-CONDITIONED  
MEETING ROOMS  
SEAT. CAPACITY  
25 TO 650

DINING & DANCING  
NIGHTLY  
\*EXOTIC  
BALINESE ROOM  
\*MAGNOLIA ROOF

**HOTEL  
CLARIDGE**  
(ONE BLOCK FROM MUNICIPAL AUDITORIUM)  
**400 ROOMS 400 BATHS**  
SCOTT J. STEWART,  
MANAGING DIRECTOR

# Products for Planners



**Badge Holder:** An immediate company identification for booth personnel can be had with a new badge holder. Designed as background for standard trade show badge, it is produced in a variety of vivid colors on plastic.

The holder is imprinted with company name, slogan or sales message. It is die-cut for the pin of the standard badge and needs no additional pin or clip. It can be re-used for every show on your schedule.

Eliminating the need for separate badges or arm bands to identify exhibit personnel, the holder is visible at a distance and can be used at sales meetings and other events. Produced by Sale Blazers, Philadelphia, badge holders are priced between 15 and 20 cents each, depending on quantities.



**Repeater Tape Recorder:** Called the world's tiniest tape recorder by its manufacturer, Michigan Electronics, Inc., Chicago, Message Repeater automatically delivers a message whenever a human being walks by the machine. It repeats the same message without rewinding.

Through its own built-in loud-

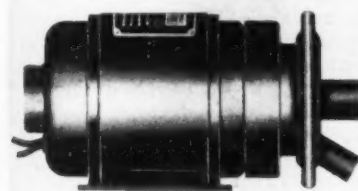
speaker it can give a voice to your displays. A distant loudspeaker can be plugged into the unit, too. The recorder can be used in conjunction with continuous slide projectors.

It is possible to erase the old message and to replace it with a new one by simply turning a knob and talking the new message into the machine. The old message is automatically erased as the new message is recorded.

Approximately the size of a box camera, the recorder is 6 1/2" by 5 3/4" by 5 1/2". It works with electronic eyes, manual or automatic switches or time-clocks. The unit uses a cartridge tape that holds a two-minute message. The two-minute interval can be broken down into any number of short messages. The unit is ready for operation by simply plugging it into an electrical outlet. It is priced at \$169.50, including a tape cartridge and microphone.

**Chocolate Bar Giveaway:** To keep visitors to your trade show booth from getting hungry and, at the same time, keep your name in front of them after they have walked away from your exhibit, Cook Chocolate Co. has copyrighted the Advertising Chocolate Bar.

Entire face wrapper is available for your message. Your trade mark, emblem or a reproduction of your plant can be imprinted on the wrapper in black ink.



**Centrifugal Pump:** For displays where a flow of liquid is required, Pioneer Pump Division, Detroit Harvester Co., has made available a midget centrifugal pump.

It will handle liquids where capacity requirements range up to six gallons per minute from free flow to six feet of head. Pump is designed for continuous or intermittent operation. It is direct-connected to motor and requires minimum maintenance, and can be supplied in a variety of metals such as brass, stainless steel and Monel metal.



## CHICAGO'S FINEST MEETING ROOM

### *The Terrace Casino*

The Terrace Casino is Chicago's finest! Terraced, it gives all a fine view of the stage. Private, with separate street entrance, adjoining bar and checking facilities, easily accommodates 1000 persons. By day, your main convention room—By night, your banquet hall. Air-Conditioned. Write today for the Terrace Casino Brochure.

TELETYPE CG 1685

WILLARD M. RUTZEN, General Manager

In our recent remodeling program, a new function room floor was completed, accommodating parties of 50 to 1400. These rooms, designed by the creators of the country's finest hotel interiors, actualize the ultimate in modern furnishings, striking color, luxurious fabrics, subtle lighting and full air-conditioning.

## Morrison Hotel

MADISON at CLARK • CHICAGO



## "The South's Largest and Finest Hotel"

### The JUNG of New Orleans



Completely air conditioned. 1200 all outside rooms, each with radio, circulating ice water, servitors and modern furnishings. Enlarged Tulane Room now accommodates 2,000 persons, ideal for exhibits, large meetings and automobile shows. Massive service elevator and stage are additional features of the Tulane Room. 12 new meeting and banquet rooms to serve all size groups. Exquisite Cotillion Room for dining and dancing. New popular price Coffee Shop and comfortable Cocktail Lounge. Conveniently located on Canal Street, near all downtown activities.

#### AFFILIATED NATIONAL HOTELS

HOTEL ADMIRAL SEMMES	ALABAMA	
HOTEL THOMAS JEFFERSON		Mobile
HOTEL WASHINGTON	DISTRICT OF COLUMBIA	Washington
HOTEL CLAYPOOL	INDIANA	Indianapolis
JUNG HOTEL	LOUISIANA	New Orleans
HOTEL DESOTO		New Orleans
HOTEL PAXTON	NEBRASKA	Omaha
HOTEL CLOVIS	NEW MEXICO	Clavis
HOTEL WADE HAMPTON	SOUTH CAROLINA	Columbia
HOTEL STEPHEN F. AUSTIN	TEXAS	Austin
HOTEL EDSON		Beaumont
HOTEL BROWNWOOD		Brownwood
HOTEL BAKER		Dallas
HOTEL TRAVIS		El Paso
HOTEL CORTEZ		Galveston
HOTEL BUCCANEER		Galveston
HOTEL GALVEZ		Galveston
HOTEL JEAN LAFITTE		Galveston
CORONADO COURTS		Galveston
MIRAMAR COURT		Galveston
HOTEL PLAZA		Laredo
HOTEL LUBBOCK		Lubbock
HOTEL FALLS		Marlin
HOTEL CACTUS		San Angelo
HOTEL MENGER		San Antonio
ANGEL'S COURTS		San Antonio
HOTEL MOUNTAIN LAKE	VIRGINIA	Mountain Lake
HOTEL MONTICELLO		Norfolk



## Affiliated National Hotels



Fair-goers like to try the saws . . . even Indiana's ex-Governor Schricker

## Homelite Takes a Fancy to Fairs

It can't show its chain saw in every prospect's back yard, so it does the next best thing: It creates a big "back yard" at fairs across the country and puts a saw into each prospect's hands. Results are felt for months after fairs.

**BY PHILLIP J. HALPERIN**

*Assistant Advertising Manager, Homelite Corp.*

Old adage about "the world beating a path to your door" may be applicable to better mouse traps, but it's a virtual certainty that your sales path won't see much traffic when you're building the world's best chain saw . . . unless you show it to prospects *in their own back yards!*

It is conceivable that we could get out to see all of our potential customers on their home grounds but it takes a lot of time and it costs a lot of money—especially when the biggest portion of the chain saw market lies in the rural areas of the country. That's where fairs pay off: You get

an informal, shirtsleeve atmosphere (remember the back yard approach); you get selective coverage (overwhelmingly non-urban) at low mass-coverage rates; and you get lots of people out for fun *and* education.

Armed with sales figures that strongly favor this dynamic medium, Homelite has gone into fairs extensively on a county, state and regional basis, secure in the knowledge that exhibiting Homelite equipment in this manner is the least expensive and most effective way of literally reaching thousands of prospective chain saw buyers.

Of course, success doesn't come automatically. We've had to constantly work at it . . . hard! There's lots of planning and preparation long before the season rolls 'round. Advance publicity and advertising through our local dealers gets the word around that Homelite saws will be displayed at such-and-such a fair, between this date and that, at booth so-and-so. (See representative original ad used this year.) This, plus neat, eye-catching exhibits located in those sections of the fair grounds where farm equipment and other makes of saws are shown have proved to be extremely popular in attracting crowds.

We rely heavily on big, colorful signs and on huge posters bearing names of local dealers, placed adjacent to our exhibit areas. Equally good and visible from a distance of a couple of hundred yards are our huge three-color banners stretched between two high, upright poles to lend a gay, carnival flavor to the most important phase of our exhibit: demonstrations.

Demonstrations are the secret behind our success at fairs. We find that, by putting the chain saw into the hands of a prospect, he *convinces himself* that here is a saw that

can do many, many jobs — jobs that he felt could not otherwise have been done before by any other chain saw.

Simple control on a Homelite, coupled with its perfect balance and quick starting, make it possible for the prospect to get the "hang" of it in just a few minutes. Generally, he is pleased with the feeling of the power he releases upon compressing the throttle and, inevitably, he is amazed to see the cutting speed of this compact powerhouse.

## Hot Prospect

Of course, we try to close the sale right then and there but, we must remember that the prospect is not only out for education, he also wants to enjoy himself. Although business may be in the back of his mind, it is the fun of the fair for which he came. Usually he will put it off until a later date. This, however, does not faze us in the least. We have found that this type prospect is really "hot."

The salesman who accompanies the prospect on the demonstration usually fills out a 4 x 5 card listing the man's name and address and any other pertinent information that he feels would be helpful in making the sale in the future. He always gives the man literature describing benefits he can receive from a Homelite and turns over the prospect card to the nearest dealer for a quick follow-up at a future date.

## Show Versatility

When a prospect is already familiar with chain saws, the salesman makes a few fancy cuts to show how versatile and easy-to-handle the Homelite really is. He makes such cuts as undercutting, boring (taking the end of the saw and pushing the blade straight through the log), felling (to show how close the saw can cut to the ground), and limbing (to show how close it cuts to the trunk of the tree). These demonstrations are surprisingly convincing to the uninitiated, as well as to those well-versed in chain saw operation, and dispel any doubt about Homelite's high quality.

We try having all kinds of logs — hard and soft, big and small — all types are on hand. Generally, we have a few 20' x 40' tents for storing the equipment at night and for displaying it during foul weather. Great care is exercised to clean all equipment at least twice a day to remove all dust and grime. Sawdust is taken



ENTERTAINMENT WAS USED to draw crowds to the fairs. Johnny Andrews and Betti Pearson (top) display their talents to onlookers, many of whom may be prospects for the purchase of a Homelite chain saw. Prospects are given literature describing benefits of a Homelite saw and prospect cards are turned over to dealers.

**HOMELITE GETS FREE PUBLICITY** when a demonstration of "things to see at the fair," is put on local television programs. While a man laboriously tries to saw a thick log with an ordinary saw (above), the "weaker sex" demonstrates how easily it can be done with a Homelite chain saw. Demonstrations as advance publicity and on the fair grounds are the major tool to get prospects.

NEWSPAPER ADVERTISING (right) before and during the fair invites people to see for themselves how Homelite saws operate. Homelite doesn't just buy exhibit space and wait for crowds. It prominently advertises its fair participation and finds it pays.



## INDIANA STATE FAIR

Indianapolis, Ind.,  
 Lot #722.

Sept. 3-11

### Mechanical Exhibit

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PORT CHESTER, N.

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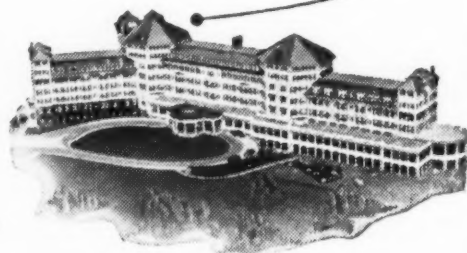


from the demonstration area and raked evenly over the entire exhibit space. This well-kept area, because of its uncluttered appearance, is ideally suited for the positioning of a cutaway model of the Homelite engine. With a salesman nearby to explain the many features inherent in it, all questions about the saw's construction and operation are easily and convincingly answered.

Although much emphasis is placed on letting the prospect use the saw himself and see its many advantages, not many sales are made "on the spot." However, concrete results are

felt for many months following such events. People who did not even evince any special interest at the time of the demonstration crop up later, at unexpected times, waiting to buy a saw. Consequently, we have found that the chief result of such exhibits is *not* the number of sales netted at the fair, but rather the building up of acceptance of our product in the minds of the public. This consumer acceptance for Homelite has been growing at a steady, consistent rate — extremely profitable for us — conclusive evidence of the fair's "pulling" and selling power.

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J. Frank Birdsell Jr., Innkeeper

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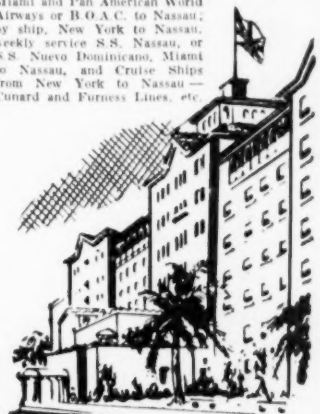
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Reginald G. Nefzger, General Manager **NASSAU, BAHAMAS**



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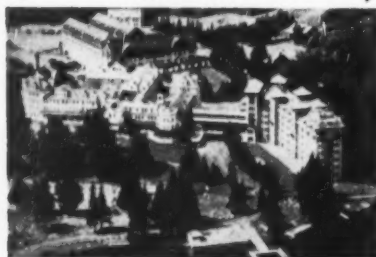
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FLYING REGIONAL MEETINGS provided a change of pace in regular program of circulation sales meetings. Smaller groups personalized Fall sales and promotion plans.

## Airplane a "Star" Performer

Minneapolis *Star and Tribune* plan shuttled 14-man meeting crew between five sites and gave attendees' wives a short ride while hubbies were interested in new business.

"Flying sales meetings" were used by Minneapolis *Star and Tribune* to outline fall circulation and editorial plans to some 500 circulation representatives and their wives throughout the Upper Midwest.

A troupe of 14 persons, headed by M. E. Fisher, circulation director, and other circulation, editorial and promotion executives, used the *Star and Tribune* airplane to shuttle between five regional meetings in Minnesota, North and South Dakota.

The group dramatized and explained the special stories and features scheduled to appear in the newspaper during the Fall. New economic developments in the Upper Midwest and sales promotion plans also were outlined.

Although props and visual material had to be kept to portable size, the meeting was staged with a generous amount of showmanship. The program included recordings, an original film starring newspaper personalities in 3-D, four singing secretaries, a market report off a stock ticker, and a beauty queen who demonstrated

why every woman needs a daily newspaper.

Theme of the sessions was a special meeting to formulate a new business—a business that would go after new business in the Upper Midwest area. Title of the business was revealed as Circulation Inc. Each meeting guest was made a shareholder and sold one share of stock for \$1.

Approximately 100 circulation representatives and their wives attended each of the meetings, which were held in Brainerd, Minn.; Fargo, N. D.; Moorhead, Minn.; Sioux Falls, S. D.; Winona, Minn.; and Minneapolis.

In each area circulation representatives heard plans for the formation of Circulation Inc. in a two-hour show, then were entertained at luncheon or dinner. Following the meal, the men met in small clinic sessions by circulation divisions.

An added feature of the meetings for the wives was their opportunity to join the "Circulation Flyers Club" by taking a 15-minute flight in the *Star and Tribune* plane, a DC-3 airliner.



INTEREST WAS HIGH and survey revealed who was interested in what.

## Survey of a First Show A Daring Project

Clapp & Poliak, Inc. burned its bridges when it tossed show research project to exhibitors. Exhibitor panel developed questions for visitors to determine true value of audience.

BY JOHN T. FOSDICK • Research Editor

Research can be a bridge-building or bridge-burning project. Research can build a bridge on which to retreat if facts are not as pleasant as you should like them; or research can burn down your last retreat and leave you completely exposed to the cold facts of reality.

Most research is the bridge-building type. If the facts discovered through study are not all favorable, you release the favorable data and retreat across your confidential study with the unfavorable information clutched to your bosom. It's safe; nobody knows what you have discovered except what you tell him.

Perhaps because staging a new industrial show is a risky business, too, Clapp & Poliak, Inc., New York City, decided on bridge-burning research for its first Exposition of Basic Materials for Industry, New York City, in June. This show management company wanted no retreat from facts. It had a strong faith in the concept of the show and its ability to develop it successfully. It was betting on its new show to win and had independent research chart every turn.

Because it was a new show, Clapp & Poliak wanted to know everything about it. Exhibitors, too, needed facts

on which to base future participation. Rather than research the first show and tell exhibitors about some or all of the results, Clapp & Poliak made exhibitors directors of the research program. In effect, exhibitors ran the survey.

An outside organization, John T. Fosdick Associates, New York, was retained to develop the impartial audience reaction survey. From the start, the goal was to gather data that would be of genuine help to the exhibitor. No questions were to be barred that might embarrass show management although show management made adequate funds available for the complete study. Show management sat back and let the Fosdick organization and a committee of exhibitors plan and run the survey.

After preparation of a basic survey plan and sample questionnaire, representatives of five exhibiting companies were invited to meet as an advisory panel to discuss scope and objectives of the study. It is indicative of the importance attached to the research study that busy key executives all jumped at the opportunity to participate in the advisory panel.

Fosdick organization extended invitations and arranged forum discussions with exhibitors while Clapp & Poliak stayed in the background. Exhibitor representatives included: Allen F. Clark, advertising manager, Bakelite Co.; George W. Griffin, Jr., director of public relations, Sylvania Electric Products, Inc.; Charles Oliver, Corning Glass Works, Inc.; O. J. Seeds, Cerro de Pasco Corp.; and Robert Towne, W. L. Towne Advertising. Additional exhibitor representatives, unable to attend panel luncheon sessions, were consulted personally or by telephone.

In addition to exhibitor panels, magazine publishers who serve the materials field were consulted. They advised on materials and equipment classifications and other matters of technical terminology in the field. Survey plans were wide open. Whoever could add something to the project was consulted.

Working together, panel members set forth this aim for the audience reaction study:

"To make a thorough and reliable study of the impact of the Exposition of Basic Materials for Industry on visitors, and to learn who these visitors are, why they came, how long they stayed and what they saw.

"Questions are over a full range of audience characteristics, including title or position, principal function, age, sex, relationship to company selection of materials, shapes and parts,

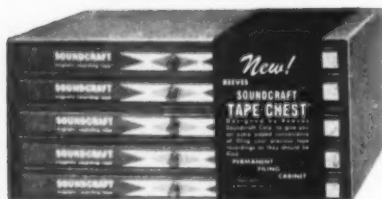
# It's good Business to "put it on tape"

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\*T.M.R.S.

place of business. Other questions deal with product interest and with general effectiveness of the show in familiarizing these visitors with materials, shapes and component parts."

Actual survey at the show was based on 748 personal interviews with visitors. Made during all hours of the show, interviews were held within the exhibit hall, Grand Central Palace. Size of the sample—covering every day of the show—is sufficiently large to produce reliable results, with a maximum statistical margin of error less than plus or minus 3% on most questions.

Each question that was put to visitors had been reviewed by the advisory panel. The panel suggested additions and changes to original questions to secure information of maximum interest to exhibitors. Thus, exhibitors were fully aware of the complete content of the study and there was no chance of eliminating or overlooking any uncomplimentary answers in the final report. Complete and final tabulations are being distributed to all exhibitors by Clapp & Poliak.

These are the questions developed for the study:

1. Why did you come to the Basic Materials Show? (If you came with a specific problem, have you found a satisfactory solution yet?)
2. How much time do you plan to spend at this year's show? How much time have you already spent?
3. Did you attend the show alone or with one or more associates from your company?
4. While at the show have you
  - a. run across a material which was not previously used in your company's products which you will now use or consider?
  - b. run across a new application for a material which you will now use or consider?
  - c. discovered that you can now use a new material because of a broader application, greater availability, lower price, etc.?
5. Were you already familiar with this material or application referred to above, or did you first learn of it at the show?
6. Have you looked for anything at the show that you didn't find?
7. Which of the following best describes your relation to materials selection for your company?
  - a. Personally select many of the materials, parts and finishes used.
  - b. Personally participate in group selection of the materials, parts and finishes.
  - c. Have little or nothing to do

with selection of materials, parts or finishes.

8. In which of the following types of materials, shapes and parts are you most interested as a user? (26 items listed)

9. Title or position.

10. Functions or principal duties.

11. What products does your company (division or plant) manufacture?

12. How many employees in your company (division or plant where you work)?

13. City and state in which you work.

14. Estimated age.

Once these questions were okayed by the exhibitor panel, the die was cast. There was no interference with the impartial conduct of the survey along scientific lines developed by the Fosdick organization for trade show research. The show had to prove its mettle, or else. The survey left no room for secrets.

This study was the first ever devised with exhibitor participation for a brand new show. It provides exhibitors with all the answers on which they can evaluate the show. Although it was based on a long questionnaire (second longest used by Fosdick organization in 27 shows), less than one man in 40 approached by interviewers refused to be interviewed. While exhibitors might be expected to appreciate such a survey, visitors, too, expressed great appreciation time and time again. It indicated to visitors that show management thought enough of their needs to make this detailed study.

Reaction to the survey can best be described by a show visitor, a representative of an important materials producer. When he was asked why he came to the show, he indicated he was "sent by my company to see if we should exhibit next year." The respondent asked who was sponsoring the survey. When he learned show management was paying the bill, the interviewer quoted him as saying: "This is wonderful, really wonderful. If they are interested enough to do this, I'm sure I'll recommend our company exhibit next year."

Complete faith in the show paid off handsomely when survey tabulations were made. With every statistic under exhibitor scrutiny, and open development of the survey, no question could be made of the survey's scope, direction or impartial findings. Results of the survey proved, beyond a shadow of a doubt, the value of the show and the show's high exhibiting productivity.



# Audio-Visuals Clinic

New audio-visual techniques and products  
to aid convention and meeting planners

## Panoramic Projection

A wide-screen slidefilm presentation with directional sound was recently demonstrated at the National Audio-Visual Assn. convention in Chicago. A cooperative demonstration put on by three companies, DuKane Corp., St. Charles, Ill.; Commercial Picture Equipment, Inc., Chicago; and Presentation Films, Chicago, the wide-screen show illustrated how simply panoramic films can be used at a meeting.

Projected across a 30-foot screen, the picture was accompanied by sound from two directions. The film, produced by Presentation Films and made up largely of excerpts from a pineapple promotion by Foote, Cone and Belding, New York City, included many startling effects.

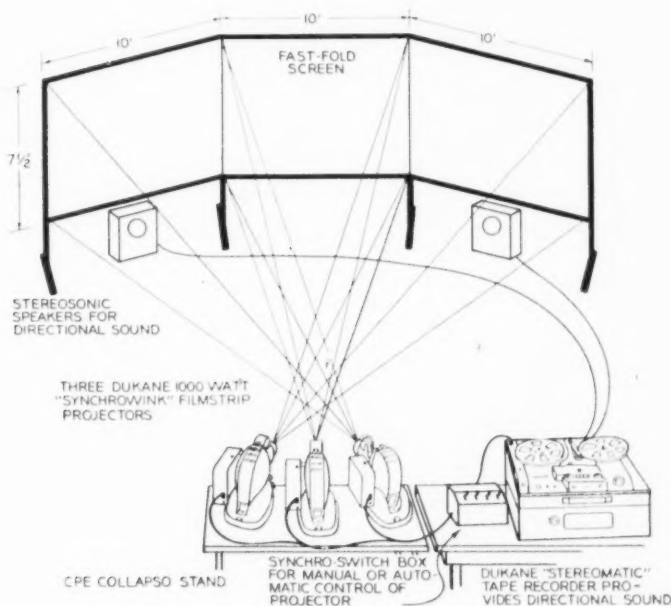
Three 1,000-watt DuKane-SVE projectors displayed three correlated pictures on three 7½- by 10-foot Fast-Fold screens, tied together to form the 30-foot length. DuKane "Stereomatic" tape recorder with au-

tomatic control circuits to control the projectors furnished the directional sound.

Because pictures were changed on the screen faster than the eye could detect movement, animation effects, pop-ons and additive techniques were possible. Not only are wide screen techniques afforded with the system but three-screen effects are possible to maintain a central idea on one screen while developing supplementary ideas on the other two.

According to the producer, this film was made at only slightly increased cost over normal sound slidefilm of the same length. Previous to the showing, it was demonstrated that the equipment necessary for the presentation could be carried by two men and would easily fit into the trunk of an automobile.

Equipment, including collapsible stand and synchronous control box is available as a package from Commercial Picture Equipment. Automatic control and directional sound are optional. Projectors and screens can be used separately as standard projection units.



THIS IS THE SETUP for the three slidefilm projectors.

## SUPER MARKET... for Visual Aids!



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"Producing Visual Aids For Business and Industry Since 1931"

Want to Know More About the Florez "Self-Serve" Plan? Clip & Mail Coupon for Complete Information!

FLOREZ INC.  
Dept. A  
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Detroit 26, Michigan

I'm interested!  
Please send me complete information about the Florez "Self-Serve" Plan.

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# FILM REPORT

Four recent motion pictures have set distinguished records of achievement for their sponsors.

Each was designed by Owen Murphy Productions to solve specific problems in public relations, consumer education or employee training.

Have you seen them?

(1)

## "COMMUNICATIONS FOR CIVIL DEFENSE"

for the American Telephone and Telegraph Company

"... it has been adopted as 'the word' on Civil Defense Communications by hundreds of official groups in the U.S. and Canada. ... Whatever the film cost, it is worth a million."

(2)

## "GREEN PROMISE"

for the New Holland Machine Company

"... met with instant and tremendous acceptance—this film will have more impact on agricultural America than any agricultural film yet produced."

(3)

## "NOT ENOUGH TIME"

(4)

## "YOU CAN DO IT TOO"

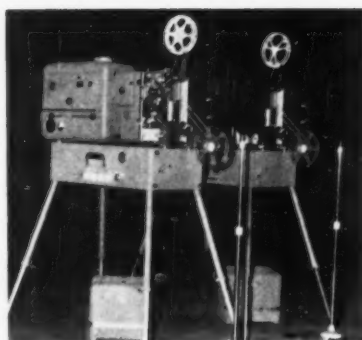
for the Firestone Tire and Rubber Company

"... the best two pictures we have ever produced ... our sales staff is delighted."

*Owen Murphy*  
PRODUCTIONS, INCORPORATED

Distinguished Motion Pictures  
For Industry And Television

723 SEVENTH AVENUE, NEW YORK 17, N. Y.



LINKED TOGETHER with selsyn interlocked motors, these projectors produce 3-D.

## 3-D Projectors

A new portable 16mm arc projection equipment designed to use three-dimensional motion pictures for sales meetings and conventions has been announced by Engineering Products Dept., RCA Victor Division.

RCA's three-dimension equipment reproduces standard 16mm sound tracks, both photographic and magnetic. It can be adapted for production of binaural or stereophonic sound recordings if desired.

The 3-D system consists of two RCA 16mm portable arc projectors with selsyn interlocked motors for perfect timing of two images. Polarized glasses must be worn to view the films. Equipment requires use of special silver-surfaced screens because conventional flat white screens depolarize the light from the projectors and destroy depth effects.

Equipment has its own sound amplifiers but can be connected to almost any type of existing stage and auditorium loudspeaker equipment.

## Versatile Mikes

A new miniaturized microphone, four inches long, has been developed by Electro-Voice, Inc., Buchanan, Mich., to serve many uses at meetings. Just six ounces, it can be worn for demonstrations or placed unobtrusively in a small holder for conferences or roundtable discussions.

Worn around the neck or held in the hand, the small mike can be concealed for skirts. It can even be hung from a boom and pick up sound effectively. Acoustically-treated grille on mike minimizes effect of wind and breath blasts so that it can be used conveniently indoors or outdoors.

Sold with desk stand, cable, neck cord, tie and belt clip, the microphone is priced at \$80.



Replaces blackboard. Use large, clean paper pads—which we stock. This versatile all aluminum easel is also equipped for showing turn-over charts or cardboard charts of almost any size. Rugged yet light in weight. Folds like magic for easy carrying or storage. Thousands in use by big industry everywhere.

Visualize your ideas for better understanding. Other models available. Write for free literature.

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CONSULTATION ON  
PROJECTION EQUIP-  
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**Training Films**  
INCORPORATED

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INTRICATE DISPLAYS, built by Gardner Displays, Pittsburgh line walls of exhibit-meeting room on wheels.

## Mobile Exhibit and Meeting Roll Up Sales

Display coach with miniature theater spans the country to tell Westinghouse's story of automation. Complete plan, from advance promotion to four-part follow-up, nets surprising sales volume. Salesmen ask for repeat tours next year.

"You've got to show it to sell it," Westinghouse Electric Corp. tells its salesmen, and backs it up with a display room on wheels to show automation at every prospect's door.

Automation is one of the hottest industrial subjects today. For the layman it means making automatic almost every operation that has required human effort in industry. Out to capture a prospect's imagination—and order—for its control systems, Standard Control Division, Westinghouse, rolls its display coach across country with the story of automation.

A mobile combination of the best features of an auditorium and exhibit hall, the coach shows how common electrical devices such as line starters, control stations, motors and circuit breakers—"nuts and bolts" of any electrical system—can be used to achieve successful automation. Custom-made body of the display coach was built by Gerstenslager Co., Wooster, Ohio, and was put on a Dodge Chassis.

Inside the rolling exhibit are elab-

orate display panels, designed by Gardner Displays Co., Pittsburgh, and a miniature motion-picture theater. Short films and short talks—20 minutes in all—preface the tour through the coach with its animated displays. Westinghouse representatives explain automation by referring to the exhibits that simulate actual factory applications of Westinghouse products. Displays are arranged so that engineers get a progressive picture of the best practices of automation today.

The display coach is routed through Westinghouse's seven regions with salesmen in each region acting as advance men. Each salesman receives a "Plan of Action" folder that outlines in detail the meeting program in the coach, explains exhibits, tells how to run the meeting, details advance promotion steps and follow-up. Included in the folder are these promotional pieces:

1. Letter of invitation and return card.
2. Four-page brochure on the dis-

play coach.

3. Publicity release.
4. Samples of national advertising tie-in.
5. Follow-up letter.
6. Four-page brochure on automation.

Salesmen send out invitations to individuals who might be concerned with automation. Invitations are mailed three weeks in advance of the meeting. Each meeting is staged for executives or engineers in a single company and the display coach drives right up to the company's door. If more than 12 individuals are expected to attend from any one company, additional meetings are scheduled the same day.

Because advance promotion explains to customers the purpose and content of the coach as well as benefits they can expect from seeing it, attendance is high. During its first six months on the road—starting in May—1,500 top engineers and executives attended these automation sessions. At the Ford Motor Car Co. plant, for instance, 200 people attended sessions in the display coach in one day.

Regional sales managers and sales promotion managers were brought into Pittsburgh in advance of the tour and received a briefing on the display coach operation. Each region was assigned a period during which the coach would be available to it.

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**PALACE  
HOTEL**

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Ideal location (nearest the Convention Hall) with luxurious guest rooms, deluxe suites, unexcelled service, internationally famous cuisine and a magnificent dining room overlooking the sea.

The Shelburne has excellent accommodations for small groups or large meetings.

For the ultimate in gracious living and superb facilities, the Shelburne proudly offers its pent-house, "Kenmare Hall" high atop the hotel.

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Regional sales promotion managers were given the task of promoting sessions in their own regions with the aid of material supplied by the home office. They worked closely with salesmen who tried — in companies with many individuals concerned with automation — to schedule sessions for each type of executive. Salesmen tried to have all maintenance engineers from one company at one session, all design engineers at another, and all top executives at another. By narrowing the range of job titles at each session, Westinghouse could pinpoint its demonstrations toward the particular audience. At small companies, the general program is staged across the board without special emphasis because of diversity of job titles of attendees.

**Registration**

A special guest registration sheet is used for the sessions. At the top of the sheet, the name of the company being visited is entered, along with the address, date and type of product manufactured. Under this, each guest's name and title is listed. To the right of the names are four blocks under the heading, "Follow-up." These "follow-up blocks" are designated: letter, product booklets, pencil, sales call. After each session, each guest received a "thank you" letter, followed by product booklets. As each was mailed out, the appropriate block on the registration sheet was checked. A telephone dialing pencil with a magnetized plate to adhere to the telephone, was delivered in person by the salesman as a reminder of the coach session. The magnetized plate holds the pencil against the telephone base and also holds the message in blue on orange: "Automation starts with Westinghouse motors and controls."

A final sales call follows the "pencil call" and the visits are checked off on the original guest sheet. The sheet, made in duplicate, is a check list of follow-up steps for salesmen and serves as a permanent office record of coach registration.

Two men are regularly assigned from the home office to accompany the coach on its cross-country tour. The driver is a student engineer who handles the motion picture equipment during the sessions. Second man explains the exhibits and delivers a talk.

This is the session routine:

Customer salesman welcomes guests and introduces the home office man. The latter adds his words of welcome and introduces the four-minute film

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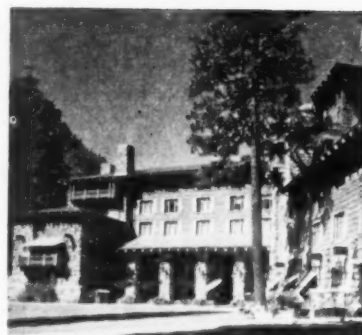
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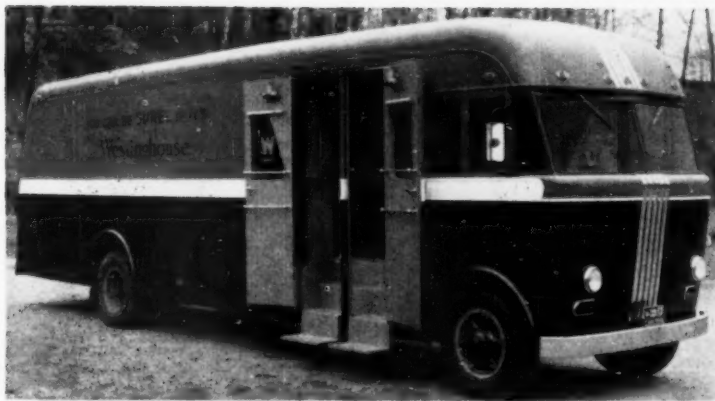
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DISPLAY COACH DRIVER is student engineer who doubles as projectionist.

of Burnham Finney, authority on automation and member, Advisory Committee, Defense Administration, and editor, *American Machinist Magazine*. After Mr. Finney's filmed talk, the home-office man introduces the filmed talk by Tell Berna, general manager, National Machine Tool Builders' Assn.

Slide films, accompanied by comments from the session chairman, are next on the program. Lighting is handled by the student engineer who focuses a spotlight on the speaker between films and slides. After the slide presentation, chairs are folded and stored and guests are conducted on a tour of the exhibits.

Personnel from the home office to accompany the coach are rotated. For special sessions, additional personnel are brought in to match the echelon of the visitors. When the top brass of a giant industry are invited, Westinghouse makes sure to have one of its top executives in attendance.

Designed specifically as a promo-

tional medium, the coach is stimulating sales above and beyond the fondest expectations. It is considered one of the best industrial sales tools the company has ever used. Salesmen are in love with the coach. It gives them entree into offices they could never approach before on a straight sales call. Every salesman who has had the coach in his territory wants it to return for a second round.

Not only were guests impressed with the story of automation, they were fascinated by clever exhibits and the display-coach meeting technique. At least one guest, Mason Britton, Jr., sales manager, Cincinnati Lathe and Tool Division, Cincinnati Milling Machine Co., went back to his office with plans to create a display coach for his company.

Westinghouse's tentative plans call for a second year's tour to include sessions for customers of Westinghouse distributors. This year, meetings are limited generally to the machinery manufacturing industry.



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CLEM McCARTHY, like the others, read his talk and the audience never knew it.

## Bang, Bang Meeting Without Rehearsals

Helene Curtis Industries put on a rapid-fire conclave for dealers with enough obstacles to success to postpone any show. With Teleprompters they crammed an "impossible" schedule into four hours with not a flaw but with high praise.

**BY ARTHUR I. CAPLIN**  
*Merchandising Manager, Beauty Division,  
 Helene Curtis Industries, Inc.*

Things had to click. We had from 10:30 in the morning until 2:30 in the afternoon to present our entire six months' sales program to our national dealer organization. In this short span of four hours we had to present six new products, explain a new incentive program, allow time for a break to set up tables and eat lunch.

New-product presentations were planned for the morning session with coverage of the incentive plan scheduled for afternoon. The break before lunch was necessary because we were unable to get two rooms for our meeting. An important piece of business that had to be sandwiched into the proceedings was the cup presentation to 10 dealers who were leaders

in our Star Dealers' Club, set up during the previous year. In addition, new members to the club had to be announced and citations presented.

Sound like a lot of program problems? We had more. The meeting was scheduled for New York City and our offices are in Chicago. Plays or skits to liven the meeting meant either our going to New York long in advance to hire, train and rehearse actors, or use Chicago talent and take them with us. Either plan was too expensive.

We had more problems, too. Just prior to our New York meeting in The Statler, our executive staff had two-week vacations. This meant little if any rehearsal time.

When we added up the obstacles,

we were flabbergasted. Our situation appeared untenable. The plan to present six new products alone left us feeling there was a good chance that we would put the audience to sleep in less than an hour. Just as our heads began to reel, the hotel suggested Teleprompter. "Teleprompter? What could that do for us in our sad state of affairs?"

### Never Say Die

We found out. Ray Hagen from the Chicago office, Teleprompter Corp., stopped in and outlined what Teleprompter equipment is and what it could do for us. Our eyes lighted up. We could put on this "impossible" meeting.

When the meeting opened on that fateful morning at exactly 10:30 AM, here's what the audience saw:

Willard Gidwitz, president, Helene Curtis Industries, stepped to the rostrum and delivered an opening speech. In his two-minute talk he welcomed dealers and thanked them for the business they had given us over the past year. As soon as he finished, the house lights went out and a stage voice spoke through the darkened room:

"It's making news. Yes, the big Helene Curtis 1953-54 sales program is making real news. People everywhere are talking about it. People everywhere are interested in receiving fullest information about it. And here is the big news for 1953-54 from Helene Curtis Industries."

A spotlight flashed on the main stage. It picked up an actor sitting at a table with a microphone in front of him. I was seated alongside. The radio announcer went on to speak as if he were on the air. Along with the regular newscast, he said he was instituting a new series of interviews with executives from various industries around the country. The series was starting today with Helene Curtis Industries, a company, he indicated, that was making big news with its new sales program.

He interviewed me about three of our new products. As these products are all related, it was possible to put them together into one presentation. Behind us on the stage were giant replicas of the products and, as each item was brought into the conversation, a spotlight picked it up. By the time the interview was over, all three products were illuminated.

This technique allowed me to talk about the products as a company spokesman. It dramatized the presentation as the announcer interjected ideas and emphasized obvious advantages.

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When the interview concluded, the announced signed off with a usual newscast closing. Lights were cut and in the darkness the stage voice declared, "The Helene Curtis program was really making news." As soon as the voice concluded its half-minute script, a slidefilm projector snapped on with the screen at the opposite side of the room.

A recorded voice accompanied the film, produced in newsreel style. This presentation covered the fourth product. In the darkness, the stage was cleared for the next presentation.

The film completed, the stage voice

picked up the news theme with another short script delivered in the darkened room. When he finished, another voice cried out, "Stop the presses! Stop the presses!"

A spotlight flashed on and picked up two actors on stage. One, the newspaper editor, was seated at his desk and looked up as the reporter dashed on stage shouting, "Stop the presses!"

This skit covered our fifth product. It was done in a more humorous vein than previous presentations. Reporter and editor were exaggerated characterizations of newspaper people. The reporter breathlessly unfolded his news beat. It was about a murder—front-page stuff. The editor probed his newshound for details and learned that Helene Curtis was the culprit—was murdering competition. The new product was the accessory before the fact. It was helping Helene Curtis in its "crime."

House lights went up following this skit and Walter Kaplan, vice-president and sales manager, drew together the loose ends of the three previous presentations. His 10-minute talk indicated that another new product was to be revealed although it would not be released until later in the year. He then introduced Herbert Rosen, New York sales manager, Helene Curtis. His 12-minute speech was followed by a beauty editor who told of her experiences with the new product just explained by Mr. Rosen.

President Gidwitz returned to the stage after the beauty editor's talk and presented awards to Star Dealers. Time: 12:20 PM. The morning ses-

sion broke for hors d'oeuvres in an adjacent lounge. While dealers nibbled and discussed the rapid-fire proceedings, tables were set in the meeting room and complete decorations were installed to tie in with the theme of the incentive program.

### Horse-Race Theme

Afternoon session was based upon a horse-racing promotion worked out by Helene Curtis and Cappel McDonald Co. It is called Helene Curtis "Know Your Oats" campaign.

As dealers returned from the lounge to the luncheon room, they were given whips, jockey caps and small horse-racing games that they could play right at their tables. This was to build up the motif and theme that we were to use later on in the show. A large blow-up of a horse's head had a two-way radio system mounted behind it. Called Wonder Horse, it could answer questions put to it by dealers. A home-office man sat at the other end of the room, where he could see questioners, and give personalized answers via a small microphone. A small intercommunication radio system made this stunt inexpensive, and dealers had a good time with Wonder Horse.

Lunch over, house lights were cut and a horse-race film appeared on a screen. Film narrator was Clem McCarthy. When the film ended, Clem McCarthy was introduced in person. He delivered an eight-minute speech on the importance of training and incentives to jockeys.

I followed Mr. McCarthy and outlined in detail the incentive program

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for dealers' salesmen. In the middle of my speech I was interrupted by an actor dressed as a tout. He wanted to get some of the easy points I had been telling dealers about. During the fast repartee, the audience learned that he is "Sure Thing Sam" and Helene Curtis was hiring him to go around the country to give "sure thing" tips to dealers. He was to speak at dealer organization meetings and help dealers' salesmen in their incentive campaigns.

#### Tout on Film

When Sure Thing Sam left the stage, a sound slidefilm in color was shown. Sure Thing appeared in the film. It is the film dealers are to use in the kick-off meeting for their salesmen.

The film concluded, a windup speech was delivered and the meeting was over. Time: 2:30 PM on the button.

That was it: a bang, bang meeting—hard hitting with split-second timing. Fast dialogue, dozens of light cues and stage directions were packed into the sessions. It had a pace and smoothness that reflects weeks of rehearsals. But we had none! Best we could do was have individual readings—once.

Here's how we produced our rapid-fire meeting against heavy odds:

William Marsh, Teleprompter Corp., New York City, took our scripts and laid out a physical plan for use of Teleprompters. A Tele-

prompter, incidentally, is an electronic device that unrolls a continuous script before actors and speakers so that they can read their lines, undetected by the audience.

Teleprompter reproduced all our scripts, including all light and stage cues, onto Teleprompter rolls. Three Teleprompter units were set up in our conference room in Chicago so that our executives could become familiar with the equipment and get a chance to read their parts from it. We caught on right away and this session was short.

It was so easy for executives that they decided no rehearsals were necessary. With Teleprompter, they could see seven lines of their script—shown simultaneously on three separate Teleprompters—and a red arrow pointed out the very line they read. As they spoke, the script roll moved up to reveal the next line. A monitor kept the Teleprompter scripts moving at exactly the same speed as the delivery of the speaker. All Teleprompter units were perfectly synchronized so that a speaker could look from one to the other and always have his exact space in his speech pointed out.

Three days before the New York meeting, Mr. Marsh had the final approved script. All corrections made by various executives since they had first read their speeches had been made. It wasn't until then that Mr. Marsh was given our final schedule for the program.

He arranged for four Teleprompter units at our meeting. Two units were on the side of the stage where skits and acts took place. Two were at the podium, on the side of the stage where speeches were delivered.

All actors and outside people had an opportunity a day before the show to read their speeches in the Teleprompter office. This familiarized them with use of equipment. It gave them all such confidence that we knew then there would be no difficulty at the show itself.

Morning of the show, Teleprompter



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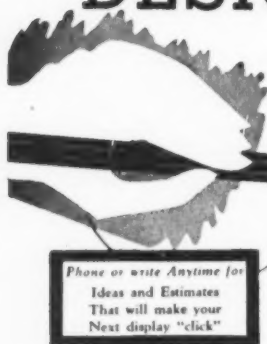
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people arrived two hours before we were to start. They set up their equipment and were ready to go when the show started.

Every single person involved in this show — with no rehearsal other than a single reading — was able to deliver his speech flawlessly because of the ease in presentation made possible by Teleprompter units. With this device, not only were speakers more confident, they actually appeared to be looking at the audience — not bobbing into pages of script. This made them all a great deal more comfortable and made the audience feel as if they were included in the presentation.

Having done away with normal speech reading, we avoided the bad effect that is frequently caused by such procedure. At the same time, executives of the company were not forced to memorize 12 to 15 minutes of speeches. Actually, they didn't have the time to devote to memorization.

Because all light cues, projection cues and sound cues were written right onto the Teleprompter script, cuing was perfect. Cue sheets were unnecessary. A man watched the monitor script of the Teleprompter and he never needed to worry about losing his place. He could see his cue coming up seven lines in advance. When his cue hit the arrow, he hit the lights, or whatever the cue called for.

Actors and outside speakers brought in for the occasion were able to give better than average performances because of Teleprompter. During their speeches they were free to ad lib. Teleprompter stopped when the speaker left his original script to ad lib and started up again when he returned to his prepared script. He couldn't lose his place.

Because of the necessity of holding each speech to its absolute minimum or within its prescribed time limit, all speakers held fairly close to their written material and ad libbed infrequently. This meant that there was no overlap in time and one speaker never went too far into the time allotted to the next. This allowed us to use every single second of the few hours that we had at our disposal.

I believe the success of the show can best be determined by the audience. From our dealers and their sales managers, we received truly wonderful comments. They told us that this was one of the finest shows we had ever given.

It's strange. When we started, we didn't even think we could put it on at all.

# Exhibit Clinic



## Debate

Please settle an argument. Several of us in sales and advertising departments have been debating this: What one element in an exhibit is the most important? Design, color, light, products and other points have entered the discussion. What would you say is the most important element in an exhibit? (We're talking about trade show exhibits.)

We can appreciate your debate. Talk to five different people — even the experts — and you'll probably get five different answers. Display designers will tell you design is the one element that is most important. Sales managers may stand by good sales personnel as the key element.

Difficult part of this question is that many people who discuss it are not talking about the same thing. By most important element, do you mean the one that has greatest impact on the eye? Do you mean the one that accounts for more sales? Do you mean the element that leaves the longest impression, or perhaps the one that attracts the most attention?

Lumping all interpretations together—and laying ourselves open to shots from all directions — we'd say the most important element of an exhibit should be *product demonstration*. Nothing attracts more productive interest, presents a stronger story, or produces more sales impact than product demonstration at a trade show.

Inherent value of product demonstration is its "you" approach. When you demonstrate something, it's to show how the booth visitor can use it. You demonstrate what the product can do for *him*. In any demonstration, you have to slant it to your visitor.

Product demonstration prevents your telling about when your company was founded or how many plants it has—all of which is of little or no interest to the show visitor. He comes primarily to learn something. He wants to know what's in it for him. Product demonstration is the best way to tell him.

Wait a minute, you say. How about a product that can't be demon-

strated? There isn't any. No matter what the product, something about it — its use, qualities, uniqueness — can be demonstrated. With many products it takes ingenuity to develop worthwhile demonstrations, but it's worth the effort.

A visitor to a trade show is from Missouri. "Show me," his appearance at your booth says. If you can show him what your product does, what it doesn't do, how it compares with others, how it can do a job better or cheaper, or what it can add to the welfare of your visitor, you're on your way to creating a customer.

That's why we'd list product demonstration number one — and stand far back to duck the missiles.

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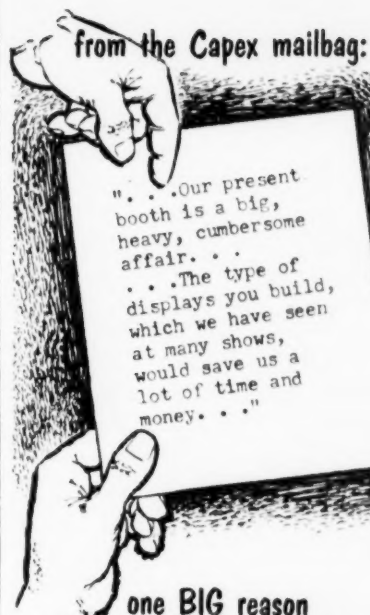
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PROFESSIONAL ACTORS make recordings for four mystery programs. G-E says programs have a thousand authors because situation ideas were gathered from retailers in the field. Designed to train salesmen . . .



## "Whodunit" Tells How to Do It

G-E puts four mystery programs on records and slidefilms to train retail salesmen. "Detective" team analyzes typical sales situations for clues to "crime" of lost sales. Between case and results, audience is prodded for solutions.

A new sales training package, combining professional radio talent and a "whodunit" theme, has been planned to increase dealers' and salesmen's knowledge of a company's products.

General Electric Co., Syracuse, N. Y., is using this program for retail sales education on its radio and television line. Titled "Payoff," the program presents material for four sales meetings.

G-E realized several years ago that one of its major obligations to retail dealers who distribute its products is to assist them in every way possible in their merchandising plans. The company has followed through in advertising, sales promotion and in sales training. Since G-E feels that sales training is a vital cog in merchandising, it has not limited it to its own salesmen but has prepared sales training material in such a way that it will serve as a selling tool right on down the line, from district managers and distributor salesmen to retail sales-

men.

Since it is obviously not feasible for G-E, as a company, to set up a staff and have large numbers of men to do the necessary training job with retail people, it solicits the willing and interested assistance of retailers in the field. These men are instrumental (through their suggestions, requests and observations) in preparing the materials which go into each of the training programs.

The Payoff series revolves around a "whodunit" theme, patterned similarly to a mystery presentation and has immediate impact with audiences. It creates and holds interest. Designed primarily as the core of sales meetings, it will be advantageous also in increasing dealers' knowledge of the product. "It is important," says John B. Farr, sales training manager, G-E, "that this latter consideration be fully exploited if the retail salesman is to gain confidence of his prospect."

Through conversations with hundreds of retail salesmen and through experiences of its district managers and distributor salesmen, General Electric realized that retailers do a better job of training themselves if given proper material with which to do it. Working with Training Films, Inc., New York City, G-E came up with an adaptation and refinement of the old "case" technique. G-E found that, far from being uninterested, the average retail salesman is a competent, intelligent individual, who will take gladly any intelligent suggestions and assistance offered him and who, far from stopping at this point, will add to it his own experiences and knowledge and come up with self-training. "This is far richer and more worthwhile than if G-E simply dreamed up a training program which was not based on actual experience, or which was put together without the salesmen's assistance," says Mr. Farr. This venture was a cooperative one; G-E made full use of suggestions sent in from the field. The company likes to think of it as a "training program with a thousand authors."

The meeting package contains an "excitement piece." This is a two-and-one-half minute, black-and-white motion picture plus slide presentation. A giant image of a G-E television set, in color, is projected from a two by



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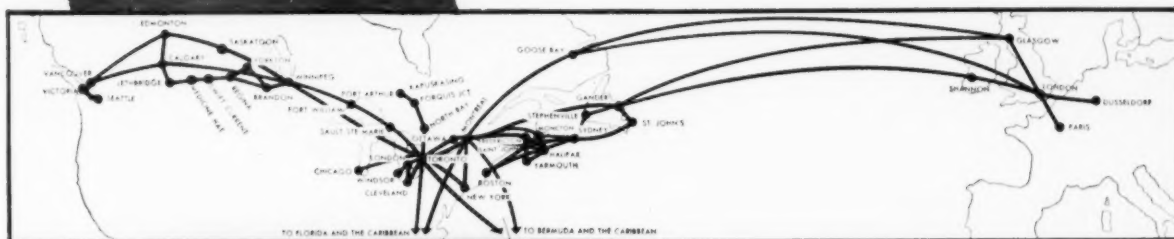
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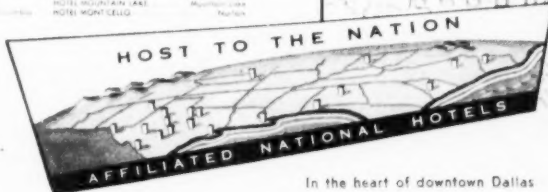
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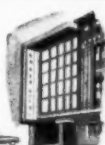


#### AFFILIATED NATIONAL HOTELS

ALABAMA	TEXAS
HOTEL ADONIS, SEASIDE	HOTEL STERLING, AUSTIN
HOTEL THOMAS, FERRISBURG	HOTEL EGGAN, DALLAS
	HOTEL SKYWAY, DALLAS
DISTRICT OF COLUMBIA	HOTEL BAKER, DALLAS
HOTEL SEA SPRING, WASHINGTON	HOTEL BAKER, DALLAS
	HOTEL BAKER, DALLAS
INDIANA	HOTEL BAKER, DALLAS
HOTEL CLAYTON, INDIANAPOLIS	HOTEL BAKER, DALLAS
	HOTEL BAKER, DALLAS
LOUISIANA	HOTEL BAKER, DALLAS
HOTEL DELUXE, NEW ORLEANS	HOTEL BAKER, DALLAS
	HOTEL BAKER, DALLAS
NEBRASKA	HOTEL BAKER, DALLAS
HOTEL PARKTON, OMAHA	HOTEL BAKER, DALLAS
	HOTEL BAKER, DALLAS
NEW MEXICO	HOTEL BAKER, DALLAS
HOTEL LEVINE, ALBUQUERQUE	HOTEL BAKER, DALLAS
	HOTEL BAKER, DALLAS
SOUTH CAROLINA	HOTEL BAKER, DALLAS
HOTEL PLAZA, CHARLOTTE	HOTEL BAKER, DALLAS
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two slide. The motion picture is projected onto the screen area of the TV set image. The film is shown at the first of four meetings and introduces the first 15-minute recording. Each episode deals with one principal aspect of selling G-E TV sets and radios. Records are played on a turntable plugged into a G-E radio to give the effect of a radio broadcast. The script is handled dramatically and is similar in treatment to "Dragnet" in that a detective team is retained to analyze typical sales situations and discover clues to the causes of the "crime" of lost sales. Also included in the package are "clue" sheets, a leader's guide and giveaway pamphlets for the audience.

While meetings will normally be conducted by company district sales managers or distributor salesmen, the

shorter version will be adaptable for use by dealers in their morning sales briefings.

The initial band of each record in the Payoff series will present an actual sales situation with the depicted salesman using a mediocre, almost passable, sales presentation which results in a lost sale. Retail salesmen, after hearing the broadcasts, are asked to point out faults of the sales presentation in each case. This phase of the meeting is conducted along the lines of audience participation, rather than having the leader present his views, and is actually the "meat" of the meeting. The remainder of the record, in each case, will give concrete suggestions for correction of mistakes made, and will also answer and explain the "clue" sheet.

"The Case of the Vanishing Customer," first of the Payoff series,

gives an example of a faulty sales approach that fails to instill confidence of the customer in the salesman, and shows a lack of complete knowledge of the product.

"The Case of the Missing Ingredient" shows the inability of the salesperson to "sell-up" the product by not stressing quality, performance and service features, and thus being forced to close the sale on a low-priced item.

"The Case of the Carping Critic" cites the familiar situation of the "fault-finder," the purchaser who causes the salesman undue mental anguish by continued and persistent queries that have some, but seldom much, merit.

"The Case of the Timely End" seeks the answer to the problem of the salesman who has done an admirable job of selling, up to the point of closing the sale, and then finds himself unable to do so.

#### Sequence

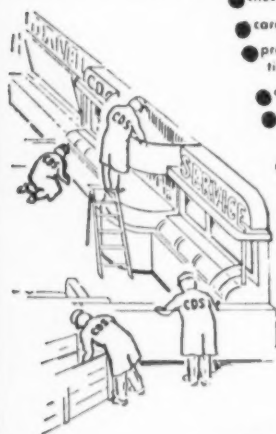
G-E suggests that the series be given in the order presented and, in the opinion of Mr. Farr, uses exam-

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**Shelborne Hotel**  
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17th St. and Ocean



ples that are easily recognizable and applicable to each salesman's own particular situation. This "mystery" broadcast approach will stimulate discussion within the group, lead salesmen to think in terms of their own problems and also afford the retailer a good chance to insert his own problems to the schedule of the meeting.

Of basic interest to G-E, in making the Payoff series available to retail sales meetings, is the promulgation of the greatest possible degree of product information. Towards this end, it is intended that the records be played from a phonograph attached to the phono-jack feature of a G-E clock-radio.

Throughout the series there will be mention made of the G-E slogan, "You Can Put Your Confidence in General Electric," with an emphasis on establishing the idea that a prospective buyer should also be able to put his confidence in the *person* who sells General Electric. In order to attain this goal, "it is necessary for every person who handles the sale of G-E products to be thoroughly familiar with all the selling features of those products," Mr. Farr emphasizes.

Because of the interest and knowledge which both its own and retail salesmen have in their job, they are

quick to pick up features that do not ring true and, since their business is radio and television, they are extremely conscious of the quality of productions sent them. At each of the recordings, representatives of G-E's sales and sales training sections were present to see that recordings were authentic and interesting.

A meeting of G-E district managers was staged September 21 in New York City. The men were shown the entire program and were given copies of the prints. After this meeting, the package was sent to distributors. Distributor salesmen will go out in the

field and set up the retail meetings. They are scheduled for the latter part of October.

G-E has a 10-minute color film also produced by Training Films which re-emphasizes all points made in the series. This film has the dual purpose of being shown as a summarizing piece at the conclusion of the Payoff series, or being shown separately in a single-meeting situation, when time does not allow for the four meetings. The film is in no way necessary to the success of the series, but may be used as a productive supplement.



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BOOTHS WERE FILMED day before show opened. Only those exhibitors whose products had never before been seen at a major business show were asked to participate in the film.

## Show 'Em What to See

Delegates see motion pictures of displays in exhibit hall as stimulus to visit exhibits. Film covered new products only. Conference shots added to film for regional parleys.

In a whirlwind production, National Office Management Assn. took motion pictures of exhibits at its 34th Conference and Annual Office Equipment Exposition, Boston, and had the film shown to conference attendees during the second day of the five-day convention.

The project stemmed from an attempt to solve a problem that has appeared in recent years. Many expositions, such as NOMA's, have grown to the point where hotel facilities are inadequate and exhibits have been moved to large auditoriums which are frequently some distance from conference headquarters. To bring delegates a picture of the products on display and encourage them to devote a part of their crowded schedule to the show, H. F. Grebe, staff director, Field Services Division, NOMA, who was responsible for planning the Boston event, engaged Louis Kellman, Newsreel Laboratories, Philadelphia. Together they worked out a plan to film selected booths from the exposition and show the picture at hotel headquarters.

To photograph the many exhibitors who participated in the "All-Purpose"

Business Show, NOMA would have required days of shooting and would produce a full-length picture. Therefore, it was decided to include only those exhibitors who had products on display that had never been seen before at a major business show.

### 19 Qualify

Nineteen companies responded, who met all qualifications, and they were invited to participate in the project. Commentary and continuity were carried by George Skinner, announcer over Philadelphia's WPTZ, who became an expert on office machines, furniture and equipment overnight, so that he could bring out salient features of items on display.

With the show scheduled to open Monday at 1 P.M., booths scheduled for filming were set up by 9:30 A.M., Sunday. Kellman and a crew of six arrived in Boston Saturday, bringing with them an Auricon Super-Pro sound camera, four 5,000-watt spotlights, four 2,000-watt spotlights, six Color-Tran units and 400 feet of heavy-duty lighting cable—all packed

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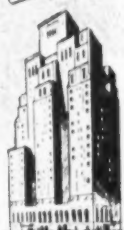
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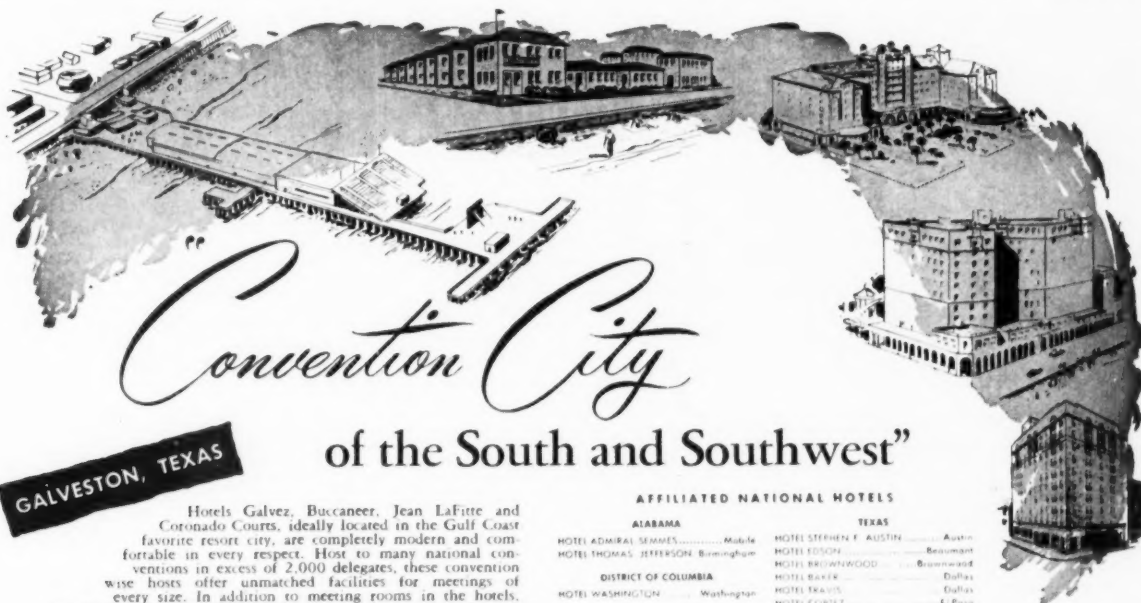
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INDIANA		HOTEL TRAVIS	Dallas
HOTEL CLAYTON	Indianapolis	HOTEL KORTZ	El Paso
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HOTEL DESOTO	New Orleans	HOTEL GALVEZ	Galveston
	New Orleans	HOTEL JEAN LAFITTE	Galveston
NEBRASKA		CORONADO COURTS	Galveston
HOTEL PAXTON	Omaha	MIRAMAR COURT	Galveston
NEW MEXICO			
HOTEL CLOVIS	Clovis	HOTEL PLAZA	Lubbock
SOUTH CAROLINA		HOTEL LUBBOCK	Lubbock
HOTEL WADE HAMPTON	Columbia	HOTEL FALLS	Marfa
		HOTEL CAJALUS	San Antonio
		HOTEL MENGER	San Antonio
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into a hard-working station-wagon and two-wheel trailer. A dolly for closeups was secured locally.

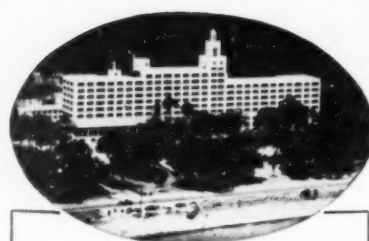
Shooting consumed the entire day. A member of Kellman's crew took the next plane out of Boston, arrived at Eastman Kodak's New York City laboratories in the wee hours and camped on the doorstep, to assure immediate developing of the 3,000 feet of color, sound film. The film was flown back to Boston that evening where Kellman and Grebe worked into the morning hours to edit and prepart it for its initial showing to delegates in the Statler Hotel, Tuesday morning.

Messrs. Grebe and Kellman reasoned that a color, sound film, even with the obvious advantage of the "newsreel" flavor resulting from rapid handling, could still be just another "picture." To heighten interest, they decided to simulate a color-television broadcast. This was accomplished by removing the insides of a 21" screen television set, leaving only the wooden cabinet, and replacing the glass front with an opaque screen. The projector was placed several feet behind the set and the entire installation was arranged in such a way that only the television was visible. Many viewers thought they were actually seeing color TV for the first time. The 25-minute feature was run before and after conference sessions, attracting hundreds of delegates.

### Other Uses

To enlarge on the film's usefulness, scenes from the opening meeting of the conference were photographed and later combined with shots of the exposition. Several prints of the film will be produced and then made available to NOMA's 140-plus chapters throughout the United States and Canada. Thus, association members who were not present at the Boston event, could still view the proceedings. The picture will also be used as advance publicity for the 35th International Conference and Annual Office Machinery and Equipment Exposition in 1954 to be held in St. Louis.

Response of NOMA chapters to the film will be checked by the association's national office. The first objective—that of publicizing the exposition for conference delegates — has already proved successful. Events of the next few months and registration for St. Louis will reveal how completely the second objective has been fulfilled.



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These are some of the questions that are being worked on and solved at Teachers College, Columbia University, New York City. Its Center for Improving Group Procedures, under the direction of Prof. Kenneth F. Herrold, takes group dynamics out of the purely academic realm and applies proven techniques to real situations. Drawing on a large staff of social and educational psychologists as well as consultants from a half-dozen related fields, the Center applies its combined talents toward making meetings more productive.

Because people are different, it is the prime job of the Center to discover techniques that get each individual to work together toward a common goal. Whether it is a small conference, workshop session or large convention, people have to be motivated constructively.

"It is always necessary to learn how to work with people who are different," says Prof. Herrold. "It is naive to rely upon the possibility of always being able to work with those who have the same values and same basic capacities." No matter how common the interests or background of individuals in a group may appear to be, each person is different and acts differently at a meeting. The difference may not appear on the surface. They may all applaud at the same thing, laugh at the same thing, but each individual does not get the same thing out of a session or contribute the same thing to a meeting unless some proven procedures in group dynamics are applied.

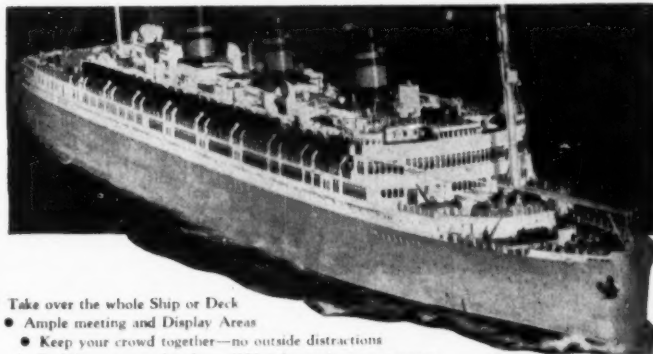
The Center now works with associations, governmental organizations and industry to improve meeting procedures. Its services are available to any industries or organizations that desire assistance in personnel relations that involve group procedures.

SM/OCTOBER 1, 1953

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THREE LAKES, WISCONSIN

**A Complete  
OCEAN RESORT CITY  
only  
45 MINUTES  
FROM BROADWAY**

You have never really known true hospitality until you have met at Long Beach. Whether you stage a small sales meeting or king-size convention, you'll find every facility you need offered with a spirit of friendly cooperation.

- 30 modern hotels
- Accommodations for 10,000
- Complete recreation facilities
- Beautiful beach and boardwalk
- Easy to reach by plane, train, bus or car

**FASTEST GROWING CONVENTION CITY IN THE EAST**

For further information—contact

**CONVENTION BUREAU**

Long Beach Chamber of  
Commerce

Long Beach, Long Island, N. Y.

Among the specialized services rendered by the Center are group leadership training, conference planning for group participation, staff relations clinics, evaluation of supervisory practices, and training and research designed to meet specific needs.

The Center utilizes all manner of communication devices to study a situation. Its first step to approach a group problem is to analyze and define the problem or needs. Many companies and associations are never quite satisfied with the results of their meetings and can't put a finger on the actual problem, let alone the cause. In this situation, as with most, the Center's staff arranges discussions with the executives involved, conducts surveys and opinion polls among those that attend meetings, and interviews individuals to develop data from which to work on the particular meeting problem.

Having defined the problem, the Center's next step is to develop general outlines of a program procedure. The program is created cooperatively with representatives of the company or association, and includes institutes or workshops for small group discussions and conferences.

Reference materials, films and other visual aids are developed and employed as required. Specialists from many fields are often brought in to serve as consultants.

**Measures Success**

Not only does the Center specifically design programs to meet an industry's or association's needs, it endeavors to measure by objective and scientific methods the degree of success of its program.

In addition to its work at Teachers College where facilities and equipment are designed for specific tasks, the Center's staff works out in the field as problems concerning the improvement of group procedures arise.

Costs for services of the Center are moderate. They depend upon the scope and duration of the program and service, and number of staff members required. Preliminary conferences to consider the feasibility of a program or service are arranged without charge. Those that use the Center's service actually bear only part of the cost of its operations and cover only a fraction of its expenses.

As the Center's services are utilized more widely, it is expected to be on a self-supporting basis. At its present rate of development, this should materialize in about three years, according to Prof. Herrold.



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**OFFERS MORE  
For your  
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A Vacation in the Famous  
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<b>Sleeping Accommodations for 200</b>	<b>Dining Room Capacity 200</b>
<b>MEETING ROOMS 2 rooms seating 100—1 room seating 50</b>	<b>RECREATION Boat trips, Golf, Scenic Tours, Dancing</b>

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May 15th to June 30th  
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W. L. Rumney, Resident Manager

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and Sales Meetings**

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HOTEL**  
on the beach  
in Long Beach  
California

**A TOMERLIN HOTEL**





BILL LEWIS (inset), from experience with 2,000 meetings, tells . . .

## What Conventioneers Want at a Meeting

It's often little things that count: enough ashtrays, good lighting and other small details. Pertinent theme—with no talks straying from it—is important element, along with change of pace. Surprise ranks high in audience satisfaction.

**BY BILL LEWIS**

*National Convention Director, Schenley Distributors, Inc.*

Conventions are as American as the old country store. They are as much a part of our way of life as ice cream sodas and Thanksgiving dinner; as the spirit of good-neighborliness and the drive for self-improvement.

It has been my good fortune to have helped arrange some 2,000 conventions since 1935 for Schenley Distributors, Inc. My job is interesting and satisfying, because I feel conventions have been, and will continue to be, important to the American tradition.

It's a unique and refreshing experience to work hard for months to plan, get a convention in shape and then see it through to a successful conclusion.

And there are thousands of other people who feel the same way, for conventions today are big business. So big that more than \$1 billion a year is spent on them!

But they can be a big headache, too, if not planned with extreme care.

Surveys I have made show that delegates to any convention expect:

1. to improve themselves in their field,
2. to renew old contacts and make new ones, and
3. to enjoy themselves thoroughly.

That sounds like a simple enough proposition, but to carry it out—and avoid headaches—requires advanced, detailed planning. It requires conscientious attention to a thousand and one details which can never be taken

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- 28,000 hotel rooms
- Fine restaurants
- Famous shopping centers
- Delightful weather year-'round
- Plenty to see and do
- Reduced convention rates in spring, summer and fall

For information, write: Tom F. Smith, Dir. Miami Beach Convention and Publicity Bureaus, City Hall, Miami Beach 39, Fla.

This Message is Prepared and Published by the City Government of Miami Beach

**HOWDY  
PODNER**



**PLAN YOUR  
SALES CONFAB  
OR YOUR  
CONVENTION  
AT THE  
FUN AND SUN  
SPOT OF AMERICA**

CONVENTION BUREAU  
**LAS VEGAS**  
NEVADA  
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for granted.

Convention-goers want a well-organized program that runs smoothly from meeting to meeting. They want to feel a sense of accomplishment once the event is over. They look forward to a chance to combine business and pleasure; time to talk with old friends and to meet new ones; and a chance to explore some of the opportunities for change and relaxation at and near the convention site.

First step to achieve all this is for the convention chairman and his staff to start planning well enough in advance. Of course, there will always be some last-minute re-arranging. But detailed planning ahead of time will give planners an opportunity to care for last-minute items — unexpected, challenging problems such as speaker changes, revised time schedules or sudden increase in arrivals.

**It's the Little Things**

Delegates notice little things just as much as more outstanding features of a convention. Small details — enough ashtrays, pencil and paper for note-taking, proper lighting — can make or break a meeting.

I remember one Schenley convention in Chicago that illustrated for me a simple but fundamental lesson. The convention included a series of talks by Schenley executives. Persons attending, of course, were allowed to smoke. I had a sufficient quantity of ashtrays on hand—only they were not the kind I had ordered. They were much too small. Ashes from a single cigarette would load one of them to capacity, and a cigar would make one appear absolutely ridiculous.

The last delegate was no sooner out of the room at the first recess than I had those pigmy ashtrays rounded up and arrangements made for obtaining larger smokadors.

It paid off. Comments from conventioners were most favorable about the change. To them it indicated their welfare was being constantly thought of, not something planned for and then forgotten.

That was a good lesson for me. Never take fundamentals for granted. As a convention planner you may sometimes forget them. Delegates won't. Little things that go wrong, that strike a discordant note — noisy waiters, for instance, can undermine well-conducted convention.

Expenses are always a problem, more so today than ever before. But what is important to the delegate is not how much is spent but how wisely the amount is spent. That, I believe, is true for all occasions, regardless of the number of people being enter-

● **YOU DID** a grand job at the Cotillion Ball in Chicago and we want to thank you for your splendid services—Mr. George D. Fairleigh, Treasurer, National Association of Insurance Agents.

● **THE ENTERTAINMENT** program and music at Murray Bay were "out of this world," the scenery, timing, and performance were perfect—Mr. C. R. Walgreen, Jr., Walgreen Drug Stores.

● **EVERYONE** has told me of their enjoyment of your show. Thank you for a fine public relations job—Mr. T. Morgan Williams, The Home Insurance Company.

● **I WANT** you to know that it was due a great deal to your untiring efforts that the National Association of Chain Drug Stores Convention was such a huge success—Mr. E. R. Albright, President.

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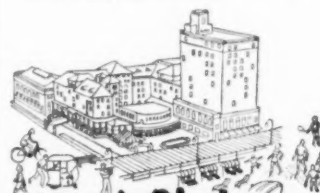
**MORE CONVENTION SPACE**

Largest Hotel Convention Hall in  
Atlantic City

Our own Westminster Hall, 12 private assembly rooms seating 50 to 1500; 34,800 sq. ft. for exhibits, shows, conferences. Private entrances, 4 registration rooms, checking rooms. All main floor rooms.

**MORE CONVENTION FACILITIES**

Sleep 750; Banquet accommodations in Westminster Hall 1200, in Wedgewood Room 800; P.A. System, stage, motion picture booth, fine acoustics.



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**ATLANTIC CITY 4-1251**

Air-Conditioned Cocktail Lounge & Grill  
Largest Musical Bar in Atlantic City  
Sun Decks—Ocean Water Baths—  
Unexcelled Cuisine at Moderate Prices

tained. Quality shouldn't be sacrificed for quantity.

While we're on the subject of expenses, it has been shown that by far the major portion of the convention delegate's spending money is used for food and beverages. Delegates, therefore, want the best food and only nationally advertised liquor brands. A satisfying cocktail made with a reputable brand of whiskey, followed by a delicious meal served in a pleasant, calm atmosphere, can be a rewarding climax to a well-spent day—or it can quickly erase any bad impressions the delegate might have received.

Having the convention chairman working closely with the hotel, you have one of the best ways to economize. The liaison thus formed will help bring a quick response if the need should arise. There will be no duplication of effort. Additional spending, if necessary, will be done only after the situation is considered by both sides.

This liaison is stronger if it has been in operation before the convention date arrives. Then convention chairman and hotel representative understand each other completely. Aims of the meeting are understood by the hotel and hotel facilities are thoroughly known by the convention chairman.

#### Facilities

It might be a good idea to list some facilities — other than those already mentioned — which the average delegate considers vital to his welfare. They include adequate seating accommodations; proper ventilation; sufficient space for committee meetings; a breakdown-proof public address system; prompt, courteous room service; efficient transportation; modern safety precautions; on-the-spot medical aid; recreation facilities; sufficient number of waiters and bartenders; and a chance for contrast and a change of pace.

From my own experience with Schenley I've found that this last—a change of pace—is one of the best ways to keep your delegate happy. It is very important to break up the busy routine of meetings, discussions and conferences with a light, carefree change.

An illuminating experience of mine in this regard occurred not too long ago. As is often the case, I had the "change of pace" tied in with the entertainment program. That program had many and varied features but, due to circumstances beyond our control, one of the features had to be canceled. A worthwhile substitute

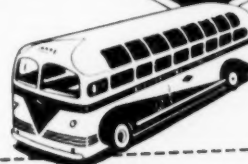
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Wherever you meet, Gray Line is ready to serve your group transportation needs — with unmatched experience and equipment (Charter Buses, Limousines, U-Drive Cars). And rates are right!

Send coupon for **FREE** complete file of rates and information on service everywhere.



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Not relying on an animated audience-participation game alone, the Shell booth at the Power Show had lovely model, Jennie Lowry, on hand as an added attraction.

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The Berkeley offers an atmosphere conducive to concentration... a location that guarantees maximum attendance... service that promises efficiency.

The Berkeley's a quick-trip over the Super Highways from both New York and Philadelphia and offers complete facilities to handle meetings of 6 to conventions of 600. Wonderful social activities at the hotel or in the vicinity. All dining and meeting rooms and many bedrooms air conditioned.

For full information, write or phone Mr. Howard A. Heinsius, Sales Manager — ASbury Park 2-5000 or WOrth 2-4018 in New York.

HOTEL

## BERKELEY-CARTERET

ON THE OCEAN AT ASBURY PARK, N. J.  
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Groups up to 300 during June, September, October... smaller groups during winter or summer seasons. Write for full information!

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## Mont Tremblant Lodge

Mont Tremblant, P. Q. Canada

had to be found in a matter of minutes. We found one right in our midst—a delegate himself! This person had a flair for impersonations and turned out to be the hit of the show.

That taught me the value of surprise. I learned that, although the delegate expects to know some of the details of the entertainment program beforehand, it's a good idea to keep one interesting feature a surprise. He appreciates it ever so much more — because it is an extra!

Other types of recreation and relaxation are important, too. Advantage should be taken of all the scenic and historic points of interest near the convention site. I'm always surprised at how many people have vivid outside interests and hobbies that can find outlets within a few miles of their convention activities.

No matter how smoothly the convention is planned, last-minute snags and slip-ups are bound to develop. Convention officials must meet and solve these problems. It may be necessary to secure a last-minute substitute speaker, or re-shuffle the order of meetings, or even change meeting rooms due to increased attendance, all of which should be done with as little apparent disturbance or delay as possible.

No one is immune to mistakes, but sometimes, as a matter of fact, a mistake may prove to be a good ally. It may bring about a redoubled effort to do something really outstanding; it may lead to an heretofore unexpected possibility for improvement.

I've saved one thing for last because, being the most obvious, it is the most often overlooked. That is the *theme*. Delegates groan inwardly when a convention program starts to fall apart, such as a rag doll spilling sawdust, because no one paid any attention to the theme; or, if he tried, found it was impossible because the theme was too big, too vague or too uninteresting.

A lively, pertinent theme — and sticking to it — is vital. Speakers must be precise. If conventioners believe the theme is going to be, say "New Industries in the Atomic Age," they are going to be rather disappointed to find the discussions ending up on customs in the Fiji Islands. Yet it happens every day.

Conventions are a serious business. Millions of people in every field of endeavor look to them for enlightenment, for encouragement — yes, and for brotherhood. Delegates form a vanguard for economic and social progress. It's up to convention planners to see that their hopes and aims are fulfilled.

hold  
 your  
 next  
 meeting  
 at the



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 SALES DIRECTOR

sales meetings are GREAT at

## the Sans Souci

MIAMI BEACH

...where everything for your convention and vacation pleasure is self-contained in this complete resort -- 252 beautiful rooms -- superlative dining -- top entertainment -- olympic swimming pool, private beach and cabanas for your suntime fancy...AND, 6 meeting rooms for groups of 10 to 600...the very finest in convention facilities. Open all year.

STUART L. MOORE  
 Managing Director



COMPLETELY AIR CONDITIONED



# Convention Business

## Better Service Coming

Among the serious complaints leveled by meeting planners against convention hotels is indifference of hotel employees and poor service rendered by them to conventioners. The situation is sufficiently serious to prompt some groups to bar particular hotels from being considered as meeting sites.

Hotel managements have not been unmindful of the importance of convention business and the value of the conventioners' dollars in the opera-

tion of a hotel. Most large hotels would operate in the red without meetings.

Big problem is one of communication. Hotel employees in lower echelons have never been made aware of the importance of convention business to their hotels. They consider delegates "outsiders" who barge in and make employees work harder.

Hotel Sales Management Assn. is taking the lead in employee education on convention business. With the assistance of SALES MEETINGS, who created the plan for HSMA in particular and the hotel industry in general, HSMA is supplying hotels with



### Why all the fuss?

Perhaps you've wondered why the management of this hotel makes a point of taking such good care of convention delegates. You can take our word for it. This hotel would cease operating in short order if we failed to enjoy their business regularly.

If it weren't for group business (incidentally, those attending spend much more than the average individual guest) we'd all soon feel the pinch and our earnings would suffer drastically. So let's all make a real effort to give them the best service possible.



PAYROLL STUFFER will remind hotel employees to handle delegates with kid gloves.

## DESIGNED WITH MEETINGS IN MIND...



**The Empress**  
Miami Beach's NEWEST Luxury Hotel

Featuring a Convention Ball Room with banquet facilities for over 800 persons...4 additional Meeting Rooms—Special Display Areas—Penthouses...

... for pleasure:

Huge salt-water swimming pool... private beach... night club... fully equipped Turkish Bath... complete entertainment program.

... and for convenience:

Ideal oceanfront location convenient to golf... racing... deep sea fishing... shopping... theatres and night clubs... Completely Air Conditioned with individual thermo control in every guest room.



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Ledyard Gardner—Sales Manager

DIRECTLY ON THE OCEAN—43rd to 44th Streets—Miami Beach, Florida



## "Let's call in the experts."

Thirty years of producing top-talent shows gives us a professional "know-how" you can use. Our coast-to-coast affiliations guarantee the finest talent, music and orchestras in convention entertainment.

Whether a single act or an entire evening's production, there will be plenty of comedy, laughs, variety, thrills and audience participation.

Our shows personally supervised regardless of convention location

Franchised by American Guild of Variety Artists and American Federation of Musicians.

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### HISTORIC

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A distinguished setting for meetings, conferences, forums

For groups of 10 to 300 persons beautiful Williamsburg offers conference delegates and their families an opportunity of combining business with an enjoyable holiday in this uniquely restored community. Here, where great patriots proclaimed our American faith there is something of interest for everyone—tours through the Governor's Palace, the Capitol and other famous exhibition buildings, 18th century gardens, golf, tennis, cycling.

Fine cuisine, excellent accommodations and true Virginia hospitality contribute greatly to the success of every meeting held in Williamsburg.

### Williamsburg Inn & Lodge

For descriptive booklet and information write: Grant M. Washburn, Williamsburg Inn, Williamsburg, Va. or call N. Y. Res. Off., Circle 6-8898

  
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A choice of 400 spacious rooms—majority overlooking the ocean—each with private tub and shower, fresh and sea water—music for dancing twice daily.

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**BY-THE-SEA**


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has been added!

Now available at group rates...one of the world's fabulous resort-estates offering Miami Beach's finest convention facilities...conveniently located...magnificent pool and cabana colony...meeting and dining rooms for 25 to 500 persons...air conditioned...American or European Plan.

Write Direct

**SEA ISLE**  
 ON THE OCEAN AT 30th STREET  
 MIAMI BEACH



payroll envelope stuffers to remind employes that conventions help to keep their pay envelopes coming.

Keyed to the slogan, "The Man with the Badge Is a Special Attention Guest," the campaign is hoped to convince hotel employes that good service to convention delegates is an economic necessity for both the hotel and themselves. With lower hotel occupancy rates and ever rising costs, hotels need convention business more than ever to maintain profitable operations. They can't afford to lose meeting business just because employes don't understand the dollar value of treating delegates with kid gloves.

As designed by SALES MEETINGS, the stuffers for payroll envelopes carry a short message and cartoon to emphasize the value to employes of convention business. Six different stuffers are to be used, a new one each week. Hotels hope to get the idea across within the six weeks.

If delegates get better service than they're accustomed to at their next meeting, they can "blame" the campaign aimed where it counts — the payroll envelope.

## Hotel Additions

Big trend toward increasing and improving hotel facilities for conventions gains momentum. Kentucky Hotel, Louisville, has just added a huge convention and banquet hall, re-designed its main dining room into a handsome banquet and exhibition hall and completely remodeled its lobby. An additional 12-story wing of new bedrooms increases the hotel's capacity from 450 to 600. These new rooms are air conditioned, as are 150 others. All convention and banquet rooms are air conditioned.

Kentucky Hotel increased its exhibit area by buying a three-story theater adjacent to the hotel and making it an integral part of the hotel's convention facilities. A second floor was built in what used to be the auditorium part of the theater, at exactly the same height of the hotel mezzanine. This new meeting and exhibit hall is known as the Flag Room. It is 104 feet by 75 feet; will accommodate 1,100 for food functions and 1,500 for meetings.

### In Atlanta

In Atlanta, Dinkler Plaza is reported to be planning a 200-room addition to its 400-room hotel. An assembly and banquet hall with a capacity of 2,000 will be a feature of the addition.

**HOTEL**  
*Peabody*  
**MEMPHIS, TENN.**

  
**Convention Headquarters**

Lobby, Mezzanine & Third Floor offer over 38,000 sq. ft. exhibit space, banquet & conference rooms accommodating 25 to 1000 persons; 625 rooms with bath.

Completely Air-Conditioned  
 Write for further details.  
 F. R. SCHUTT, Pres. & Gen. Mgr.



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**Value, Comfort and Convenience of the**  
**HOTEL Woodward**

BROADWAY at 55th STREET  
 Ideal accommodations  
 for 800 guests  
 Private baths, showers  
 and radio. Television!  
 FROM \$3.50 SINGLE \$5.00 DOUBLE

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## Big Bid for Business

Most unique bid for convention business is reported from Atlantic City, N. J., where over 200 delegates attended the 34th annual convention of American Trade Association Executives. Because each delegate to this convention is a buyer of convention facilities for his own association, this resort's hotels and shopkeepers went all-out in their hospitality.

Each delegate was given an invitation to be a guest for cocktails at each of 17 members of the resort's hotel association. If during the four-day parley a delegate could consume the proffered cocktails at each hotel, he could, in addition, enjoy the hospitality of 22 other establishments.

A coupon book, distributed to each association executive, provided tickets for free meals at the city's most popular — and most expensive — restaurants. Other coupons covered free sight-seeing tours by bus and boat, boxes of candy, rolling chair ride, car polish and sponge, portrait photographs, admission to amusement piers, theater and swimming pool, and other free gifts. The coupon books, good every day of the conclave, were conservatively valued at \$65 each.

### Wined & Dined

With a full convention schedule, few delegates could take advantage of all invitations to free food, drink, amusement and gifts. However, they were all greatly impressed by the hospitality. When a delegate entered a restaurant and presented a coupon, he fully expected to be handed a special limited menu, but it was not the case. Instead, delegates graciously were urged to select the most expensive items from the regular menu. Delegates were amazed that there was no hitch to the free offers.

Hospitality didn't end with extra curricular activities. Chalfonte-Haddon Hall, headquarters for the ATAE convention, complimented all room bills for delegates. By the time delegates left the city, their heads were in a spin. Never had they been so richly wined and dined.

How many conventions will be scheduled in Atlantic City as a result of the promotion to association delegates no one would venture a guess. Unquestionably the hospitality will pay off. You can't help but think kindly of a city that goes all the way to be gracious, and association executives are bound to react favorably to solicitations from the city or its hotels.



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You have no display problem—And, you don't buy a thing. You save more than half because we rent you the display! No shipping costs for you.

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350 FEET OF PRIVATE BEACH OCEANFRONT, 25th to 26th St.

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## FACILITIES

To handle ALL TYPES OF MEETINGS successfully.

- GUEST ROOMS—750
- 14 AIR-CONDITIONED MEETING ROOMS
- Hotel Connects with Civic Auditorium
- EXHIBIT SPACE—44,000 sq. ft.
- SEATING CAPACITY—5,000



The **PANTLIND**

Direct underground passageway to air-conditioned Civic Auditorium

GRAND RAPIDS, MICHIGAN

L. E. Ames, Director of Sales & Advertising

# EXHIBITOR'S CALENDAR

Expositions, Fairs and Trade Shows as Announced for the Next 4 Months

## Advertising

**Advertising Specialty National Assn.**  
Oct. 4-8 '53, Chicago, Attend.—1,800  
Russell M. Searle, Secy., 1346 Conn. Ave.  
N.W., Washington, D. C.

**Public Relations Society of America, Inc.**  
Nov. 15-17 '53, Detroit, Attend.—700  
R. L. Bliss, Secy., 2 W. 46th St., New York  
36, N. Y.

## Agriculture

**Future Farmers of Amer. Missouri**  
Oct. 1-15 '53, Kansas City, Attend.—7,500  
A. W. Tenney, Secy., Office of Education,  
Washington, D. C.

**National Dairy Cattle Congress & Allied Shows**

Oct. 4-11 '53, Waterloo, Iowa, Attend.—220,000  
E. S. Estel, Secy., 307 E. Rainbow Dr.,  
Waterloo, Iowa

**National Poultry, Butter & Egg Assn.**  
Oct. 4-6 '53, Chicago, Attend.—3,300  
R. J. Sidney, Secy., 110 N. Franklin St.,  
Chicago 6, Ill.

**International Plowing Match & Farm Machinery Display**

Oct. 6-9 '53, Coburg, Canada, Attend.—100,000  
F. A. Lashley, Parliament Bldg., Toronto,  
Ont. Can.

**International Dairy Exposition**  
Oct. 10-17 '53, Chicago  
Edw. J. F. Young, Pres., 33 S. Clark St.,  
Chicago, Ill.

**Grand Natl. Livestock Exposition**  
Oct. 30-Nov. 8 '53, San Francisco, Attend.—140,000  
Nye Wilson, Secy., Geneva & Rio Verde,  
San Francisco, Calif.

**Eastern National Livestock Show**  
Nov. 14-19 '53, Baltimore, Attend.—13,000  
Jos. W. Shirley, Jr., Maryland State Fair  
Grounds, Timonium, Md.

**Mid-West Retail Farm Equipment Assn.**  
Nov. 16-18 '53, Omaha, Attend.—1,500  
Eddie Potter, Secy., 903 W.O.W. Bldg.,  
Omaha 2, Nebr.

**American Society of Agronomy**  
Nov. 16-20 '53, Dallas, Attend.—1,300  
L. G. Monthey, Secy., 2702 Monroe, Madison 5, Wisc.

**Great Western Livestock Show**  
Nov. 28-Dec. 3 '53, Los Angeles, Attend.—50,000

A. M. Mathews, Secy.-Mgr., 2120 S. Eastern Ave., Los Angeles, Calif.

**International Livestock Exposition**  
Nov. 28-Dec. 5 '53, Chicago  
Wm. E. Ogilvie, Union Stock Yards, Chicago, Ill.

**Vegetable Growers Assn. of America**  
Dec. 1-4 '53, St. Louis, Attend.—2,000

H. D. Brown, Secy., Hort. Dept., Ohio State University, Columbus 10, Ohio

**Union Agricultural Meeting**  
Jan. 5-7 '54, Worcester, Mass., Attend.—10,000  
Leo F. Doherty, 41 Tremont St., Boston, Mass.

**Pennsylvania Farm Show**  
Jan. 11-15 '54, Harrisburg, Attend.—500,000  
Harold R. McCulloch, Secy., 209 Agriculture Bldg., State College, Pa.

**National Turkey Federation**  
Jan. 13-15 '54, Milwaukee, Attend.—3,000  
M. C. Small, P. O. Box 69, Mt. Morris, Ill.

**Ontario Soil & Crop Improvement Assn.**  
Jan. 19-22 '54, Toronto, Attend.—3,000  
A. H. Martin, Secy., Parliament Bldg., Toronto, Ont., Can.

**Boston Poultry Show & Country Life Exposition**  
Jan. 19-23 '54, Boston, Attend.—40,000  
Paul Ives, Secy., 39 Church St., New Haven Conn.

**Great Lakes Farm Show & Conf.**  
Jan. 27-31 '54, Cleveland, Attend.—5,000  
Miles Heberer, Mgr., 400 Union Commerce Bldg., Cleveland, Ohio

## Amusement

**Allied States Assn. Motion Pictures Exposition**  
Oct. 5-7 '53, Boston, Attend.—500  
A. F. Myers, Secy., 1131 DuPont Circle Bldg., Washington, D. C.

**Theatre Equipment & Supply Manufacturers Assn.**  
Oct. 31-Nov. 4 '53, Chicago, Attend.—2,000  
Roy Boomer, Secy., 4626 Melbourne Ave., Hollywood 27, Calif.

**Theatre Owners of Amer.**  
Nov. 1-5 '53, Chicago, Attend.—1,000  
Howard L. Bryant, Secy., 1501 Broadway, New York 18, N. Y.

**National Assn. Amusement Parks, Pools, & Beaches**  
Nov. 29-Dec. 2 '53, Chicago, Attend.—5,000  
Paul H. Huedepohl, Exec. Secy., 203 N. Webash Ave., Chicago 1, Ill.

**S. W. Exposition & Fat Stock Show**  
Jan. 29-Feb. 7 '54, Ft. Worth, Attend.—300,000  
W. R. Watt, P. O. Box 150, Ft. Worth, Tex.

## Apparel, Fashion & Textile

**National Canvas Goods Mfrs. Assn.**  
Oct. 4-8 '53, Detroit, Attend.—550  
Lawrence H. Stevens, 352 W. 53rd St., New York 19, N. Y.

**National Retail Dry Goods Assn.**  
Jan. 12-15 '54, New York, Attend.—4,000  
M. H. Landau, 100 W. 31st St., New York, N. Y.

## Arts

**American Society of Photogrammetry**  
Jan. 25-26 '54, Washington, Attend.—900  
C. E. Palmer, Secy.-Treas., 1000 11th St. N.W., Washington, D. C.

## Automotive

**National Assn. of Independent Tire Dealers**  
Oct. 11-14 '53, Cincinnati, Attend.—2,200  
W. W. Marsh, Secy., 777 14th St., N.W., Washington, D. C.

**Automotive Parts Rebuilders Assn.**  
Oct. 29-Nov. 1 '53, Chicago, Attend.—800  
Jack O'Sullivan, Exec. Secy., 220 S. State St., Chicago 4, Ill.

**National Trailer Coach Show**  
Dec. 1-4 '53, Cleveland, Attend.—2,000  
Edw. L. Wilson, Mng. Dir., 20 N. Wacker Dr., Chicago, Ill.

**Trailer Coach Mgrs. Assn.**  
Dec. 1-5 '53, Cleveland, Attend.—1,500  
E. L. Wilson, 20 N. Wacker Dr., Chicago, Ill.

**Motor & Equipment Wholesalers Assn.**  
Dec. 7-10 '53, Chicago, Attend.—2,000  
B. W. Ruark, Secy., 309 W. Jackson Blvd., Chicago 6, Ill.

**National Automobile Dealers Assn.**  
Jan. 8-13 '54, Miami Beach, Attend.—13,000  
Ray Chamberlain, Conv. Mgr., 1026 17th St., N.W., Washington, D. C.

**Society of Automotive Engineers**  
Jan. 11-15 '54, Detroit, Attend.—3,000  
Wm. W. Milne, Dir., 29 W. 39th St., New York 18, N. Y.

## Aviation

**Air Industries & Transport Assn. of Canada**  
Oct. 26-28 '53, Montebello, Attend.—150  
R. N. Redmayne, Secy., 108 1/2 Sparks St., Ottawa, Ont., Can.

## Banking, Credit & Finance

**National Assn. of Bank Auditors & Comp-trollers**  
Oct. 19-22 '53, New York, Attend.—1,000  
D. R. Cochard, Secy., 38 S. Dearborn St., Chicago 3, Ill.

**Mortgage Bankers Assn. of America**  
Nov. 9-16 '53, Miami Beach, Attend.—2,000  
G. K. Patterson, Secy., 111 W. Washington St., Chicago, Ill.

**U. S. Savings & Loan League**  
Nov. 20-24 '53, Chicago, Attend.—2,500  
Don Gayer, Conv. Mgr., 221 N. LaSalle St., Chicago 4, Ill.

## Barber, Beautician & Cosmetics

**National Hairdressers & Cosmetologists Assn.**  
Oct. 25-27 '53, Miami Beach, Attend.—800



L. A. Freiberg, Dir. of Exh., 164 5th Ave., New York 10, N. Y.

#### Beverage

##### Brewers Assn. of America

Oct. 11-13 '53, Chicago, Attend.—1,500  
W. M. O'Shea, Secy., 188 W. Randolph St., Chicago 1, Ill.

International Brewing Industries Exposition  
Oct. 20-23 '53, St. Louis, Attend.—7,000  
Clepp & Pollak, 341 Madison Ave., New York 17, N. Y.

American Bottlers of Carbonated Beverages  
Nov. 9-13 '53, Chicago, Attend.—6,000  
John J. Riley, Secy., 1128 16th St., Washington, D. C.

#### Building & Building Materials

Contracting Plasterers International Assn.  
Oct. 19-22 '53, Detroit, Attend.—500  
Albert Beever, 1327 Majestic Bldg., Detroit 26, Mich.

Canadian Institute of Surveying  
Jan. 28-30 '54, Ottawa, Attend.—400  
W. L. MacLachlan, Secy., 41 Grove Ave., Ottawa, Ont., Can.

#### Business & Management

Management Conference—Pacific Coast Reg.  
Oct. 20-22 '53, Berkeley, Calif., Attend.—500  
Everett Van Every, Secy., 2180 Milvia St., Berkeley, Calif.

National Assn. of Suggestion Systems  
Oct. 25-27 '53, Pittsburgh, Attend.—500

S. W. Rubenstein, Secy., 122 S. Michigan, Chicago 3, Ill.

##### Industrial Management Society

Nov. 4-7 '53, Chicago, Attend.—1,000  
Lewis M. Glassner, Secy., 35 E. Wacker Dr., Chicago, Ill.

##### National Time & Motion Study Clinic

Nov. 4-6 '53, Chicago, Attend.—2,000  
Glassner & Associates, 35 E. Wacker Drive, Chicago 1, Ill.

##### New York Export Show

Nov. 16-20 '53, New York  
Internatl. Trade Shows, 509 5th Ave., New York, N. Y.

##### Exhibitors Advisory Council

Dec. 7-8 '53, New York, Attend.—300  
Oenome D. Nagley, Exec. Secy., 39 Cortland St., New York 7, N. Y.

##### National Assn. of Display Industries

Dec. 13-18 '53, New York, Attend.—2,500  
J. F. Bowman, Jr., Secy., 203 N. Wabash Ave., Chicago 1, Ill.

##### Exposition of Science & Industry

Dec. 26-31 '53, Boston, Attend.—10,000  
R. L. Taylor, Secy., 1515 Massachusetts Ave. N.W., Washington, D. C.

##### Plant Maintenance & Engineering Show

Jan. 25-28 '54, Chicago, Attend.—5,000  
Clepp & Pollak, Show Mgr., 341 Madison Ave., New York 17, N. Y.

#### Cemeteries & Funeral Directors

National Funeral Directors Assn. of U.S. Inc.  
Oct. 12-15 '53, Washington, Attend.—4,000  
H. C. Raether, Exec. Secy., 135 W. Wells St., Milwaukee 3, Wis.

#### American Cemetery Assn.

Nov. 7-12 '53, Chicago, Attend.—400  
W. C. Henning, Secy., 4501 N. High St., Columbus 14, Ohio

#### Chemistry

##### Assn. of Consulting Chemists & Chemical Engineers Inc.

Oct. 27 '53, New York, Attend.—75  
A. B. Bowers, Dir. of Pub., 50 E. 41st St., New York 17, N. Y.

##### Exposition of Chemical Industries

Nov. 30-Dec. 5 '53, Philadelphia, Attend.—50,000  
C. F. Roth, Central Palace, New York 17, N. Y.

##### Chemical Specialties Mfrs. Assn.

Dec. 6-8 '53, Washington, D. C., Attend.—700  
H. W. Hamilton, Secy., 110 E. 42nd St., New York 17, N. Y.

#### Chiropractic

##### Georgia Chiropractic Assn.

Oct. 2-3 '53, Atlanta, Attend.—250  
Dr. R. T. Leiter, 501 Persons Bldg., Macon, Ga.

##### Kentucky Assn. of Chiropractors

Oct. 9-11 '53, Lexington, Attend.—200  
Dr. J. F. White, Somerset, Ky.

#### Cleaning-Dyeing & Laundry

##### National Assn. of Institutional Laundry Managers

Oct. 8-10 '53, Los Angeles, Attend.—200  
Heywood M. Wiley, Secy., Girard College, Philadelphia 21, Pa.

## These Listings Not Complete

Space does not permit complete listings of all trade shows, expositions and fairs scheduled. A quarterly directory of all conventions and shows is available.

For complete schedules of all conventions, trade shows, expositions and fairs for 1953 and beyond, consult SALES MEETINGS' Directory of Conventions and Trade Shows.

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#### American Institute of Laundering

Oct. 9-11 '53, Los Angeles, Attend.—5,000  
Albert Johnson, Secy., Treas., P. O. Drawer  
1187, Joliet, Ill.

#### Coal & Petroleum

##### American Oil Chemists Society

Nov. 2-4 '53, Chicago, Attend.—500  
Mrs. Lucy R. Hawkins, Secy., 35 E. Wacker  
Dr., Chicago 1, Ill.

##### Nebraska Petroleum Marketers Inc.

Nov. 4-5 '53, Omaha, Attend.—500  
H. H. Hahn, Secy., 1320 "J" St., Lincoln  
8, Nebr.

#### Communications

##### U. S. Indpt. Telephone Assn.

Oct. 12-14 '53, Chicago, Attend.—2,500  
George C. Richert, Secy., 411-17 Munsey  
Bldg., Washington 4, D. C.

#### Containers

##### Industrial Packaging & Materials Handling Exposition

Oct. 20-22 '53, Boston, Attend.—7,000  
C. J. Carney, Jr., Secy., 20 W. Jackson  
Bldg., Chicago 4, Ill.

##### National Barrel & Drum Assn.

Nov. 5-7 '53, New York, Attend.—150  
Margaret Smith, Secy., 1025 Conn. Ave.,  
N.W., Washington 6, D. C.

#### Decorating & Decorating Supplies

##### Federation of Paint & Varnish Production Clubs

Oct. 20-Nov. 1 '53, Atlantic City, Attend.—  
1,000  
Guy Wescott, Secy., 3500 Grays Ferry Rd.,  
Philadelphia, Pa.

##### Retail Paint & Wallpaper Distributors

Nov. 16-18 '53, New York, Attend.—5,000  
L. E. Douglas, 4903 Delmar Blvd., St. Louis  
8, Mo.

#### Dental

##### National Education Congress for Dental Technicians

Oct. 23-25 '53, New York, Attend.—3,500  
Leonard Darwin, Secy., 152 W. 42nd St.,  
New York 18, N. Y.

##### Mid-Continent Dental Congress

Nov. 15-18 '53, St. Louis  
James E. Brophy, Exec. Secy., 927 Syndicate  
Trust Bldg., St. Louis 1, Mo.

#### Education

##### Association of School Business Officials

Oct. 11-15 '53, Cleveland, Attend.—700  
H. W. Anderson, Secy., 710 Kalamazoo  
Bldg., Kalamazoo, Mich.

##### Industrial Audio-Visual Assn.

Oct. 13-16 '53, Pittsburgh, Attend.—100  
D. F. Steinko, Dir., Dow Chemical Co.,  
Midland, Mich.

##### N.E.A. National Assn. & Council of Business Schools

Nov. 19-21 '53, Chicago, Attend.—100  
Dr. Harold Dana Hopkins, 601 13th St.,  
N.W., Washington, D. C.

##### National Education Assn. Dept. of Voca- tional Education

Nov. 23-Dec. 1 '53, Chicago, Attend.—  
5,000  
Hobart M. Sommers, Secy., 112 S. Meadard  
Ave., Chicago, Ill.

#### American Vocational Assn.

Nov. 23-27 '53, Chicago, Attend.—5,000  
M. D. Mobley, Secy., 1010 Vermont Ave.,  
N.W., Washington 5, D. C.

#### National Geography Teachers

Nov. 26-28 '53, Buffalo, Attend.—400  
L. C. Robertson, State Teachers College,  
Valley City, N. D.

#### National Assn. of College Book Stores S. W. Reg.

Nov. 29-30 '53, Austin, Texas, Attend.—100  
Herbert Shaffer, Secy., College Station,  
Tex.

#### National Education Assn. Dept. of Speech Assn. of America

Dec. 28-30 '53, New York, Attend.—2,500  
Prof. Orville Hitchcock, State Univ. of Iowa,  
Iowa City, Iowa

#### Modern Language Assn. of America

Dec. 28-30 '53, Chicago, Attend.—3,000  
W. R. Parker, Secy., 100 Washington Sq.,  
New York 3, N. Y.

#### Assn. Supervision & Curriculum Development

Jan. 13-15 '54, Houston, Attend.—400  
George W. Denemark, Exec. Secy., 1201  
16th St., N.W., Washington, D. C.

#### National Citizens Committee for Public Schools

Jan. 29-30 '54, San Francisco, Attend.—450  
J. W. Heimowitz, Secy., 2 W. 45th St.,  
New York 36, N. Y.

#### Electrical

##### Eastern Canada All Electrical Show

Oct. 5-8 '53, Montreal, Attend.—50,000  
Emil St. Pierre, 423 Ontario East, Montreal,  
Que., Can.

##### Industrial Electric Exposition

Oct. 6-8 '53, Pittsburgh  
J. W. O'Nan, Genl. Chrmn., Duquesne Light  
Co., Pittsburgh, Pa.

##### Electrical Progress Show

Oct. 13-15 '53, Philadelphia  
James Morrison, Mng. Dir., Architects Bldg.,  
Philadelphia 3, Pa.

#### Electronics, Radio & Television

##### National Electronic Show

Oct. 2-11 '53, Santa Monica  
Earl Darlier, Mgr., 111 N. Fairfax Ave.,  
Los Angeles 36, Calif.

##### National Appliance & Radio & Television Dealers Assn.

Jan. 10-16 '54, Chicago, Attend.—500  
A. W. Bernsohn, Secy., 1141 Merchandise  
Mart, Chicago, Ill.

#### Engineering

##### N. Y. State Society Professional Engineers

Oct. 2-3 '53, Bear Mountain, Attend.—1,000  
Herald Beckjorden, Secy., 1941 Grand Cen-  
tral Terminal, New York, N. Y.

##### Texas Society of Professional Engineers

Jan. 21-24 '54, Corpus Christi, Attend.—  
1,000  
W. M. Driskell, Jr., Secy., 403 Nash Bldg.,  
Austin, Tex.

#### Fairs, Expositions, Pageants

##### Alabama State Fair

Oct. 5-10 '53, Birmingham, Attend.—  
250,000  
R. H. McIntosh, State Fair Authority, Bir-  
mingham 8, Ala.

#### State Fair of Texas

Oct. 10-25 '53, Dallas, Attend.—2,000,000  
James Stewart, Fair Park, Dallas, Tex.

#### Women's International Exposition

Nov. 1-8 '53, New York, Attend.—125,000  
Mrs. Adele B. Scott, V.P., 480 Lexington  
Ave., New York, N. Y.

#### Arizona State Fair

Nov. 6-15 '53, Phoenix, Attend.—200,000  
George W. Blake, Secy., State Fairgrounds,  
Phoenix, Ariz.

#### Firemen

##### Nebr. Volunteer Firemen's Assn.

Oct. 19-21 '53, Omaha, Attend.—700  
R. D. Salak, Secy., P. O. Box 312, Schuyler,  
Nebr.

#### Flowers & Gardens

##### National Garden Supply Trade Show

Oct. 25-30 '53, New York, Attend.—3,000  
George E. Perry, Secy., 1901 St. Paul St.,  
Baltimore 18, Md.

##### Michigan State Horticultural Society

Dec. 1-3 '53, Grand Rapids, Attend.—1,500  
H. D. Hootman, Secy., Horticultural Bldg.,  
East Lansing, Mich.

##### Illinois Horticultural Society

Dec. 8-10 '53, Springfield, Attend.—350  
H. J. Hartley, Secy., 302 W. Walnut St.,  
Carbondale, Ill.

##### Indiana Horticultural Society

Jan. 13-15 '54, Indianapolis, Attend.—400  
R. L. Klackle, Purdue University, W. La-  
fayette, Ind.

##### New York State Horticultural Society

Jan. 20-22 '54, Rochester, Attend.—4,000  
Daniel M. Dalrymple, Secy., 141 Wind-  
mere Rd., Lockport, N. Y.

#### Food

##### Virginia Independent Food Dirs. Assn.

Oct. 11-13 '53, Roanoke, Attend.—2,500  
S. Frank Straus, Exec. Secy., 5 S. 12th St.,  
Richmond, Va.

##### New England Foods Exposition

Oct. 11-17 '53, Boston, Attend.—63,000  
Frank Dubinsky, Mgr., 108 Longwood Ave.,  
Brookline, Mass.

##### Illinois Retail Grocers Assn.

Oct. 18-19 '53, Peoria, Attend.—1,000  
Harold P. Echternach, Secy., 105 W. Mon-  
roe St., Chicago 3, Ill.

##### Philadelphia Food & Appliance Exposition

Oct. 19-24 '53, Philadelphia  
Chilton Peters, 2043 Locust St., Philadel-  
phia 3, Pa.

##### American Bakers Assn.

Oct. 24-28 '53, Chicago, Attend.—2,500  
Harold Fiedler, Secy., 20 N. Wacker Dr.,  
Chicago 6, Ill.

##### Super Market Institute

Nov. 3-6 '53, Hollywood Beach, Fla., At-  
tend.—7,500  
Bill Nigut, 500 N. Dearborn St., Chicago  
10, Ill.

##### Baltimore Food Show & Home Appliance Exposition

Nov. 15-22 '53, Baltimore, Attend.—117,000

Joseph L. Manning, Secy., 22 S. Light St., Baltimore 2, Md.

#### National Canners Assn.

Jan. 16-21 '54, Atlantic City, Attend.—15,000  
Carlos Campbell, Secy., 1133 20th St., N.W., Washington, D. C.

#### National Potato Chip Institute

Jan. 18-20 '54, Cincinnati, Attend.—1,500  
H. F. Noss, Exec. Secy., 1360 Hanna Bldg., Cleveland 15, Ohio

### Forestry, Lumber & Millwork

#### Oklahoma Lumbermen's Assn.

Oct. 20-21 '53, Oklahoma City, Attend.—2,000  
Bill Morgan, 815 Leonhardt Bldg., Oklahoma City, Okla.

#### Lumbermen's Merchandising Corp. Sales Mtg.

Nov. 12 '53, Philadelphia, Attend.—200  
Marvin Johnston, 1612 Market St., Philadelphia 3, Pa.

#### Western Forestry & Conservation Assn.

Dec. 8-11 '53, Seattle, Attend.—500  
Stuart Moir, 712 U. S. Natl. Bank Bldg., Portland 4, Ore.

#### Ohio Assn. of Retail Lumber Dealers

Jan. 19-21 '54, Cleveland, Attend.—4,000  
E. M. Torrence, Secy., Box 152, Xenia, Ohio

### Gift & Jewelry

#### New York Antiques Fair

Oct. 12-17 '53, New York  
C. J. Nuttall, Pres., 660 Madison Ave., New York 21, N. Y.

#### Copley Antiques Show

Nov. 2-5 '53, Boston  
Mrs. Dorothy Hazen, Mgr., 600 Madison Ave., New York 21, N. Y.

#### Philadelphia Antiques Fair

Nov. 2-5 '53, Philadelphia  
C. J. Nuttall, 660 Madison Ave., New York 21, N. Y.

#### Washington Gift Show

Jan. 24-27 '53, Washington, Attend.—1,500  
Donald C. Little, 220 5th Ave., New York 1, N. Y.

### Government

#### International Municipal Signal Assn.

Oct. 5-8 '53, Columbus, Attend.—1,000  
Irvin Shlusinger, Secy., 130 W. 42nd St., New York 36, N. Y.

#### Illinois Assn. of Park Districts

Oct. 15-16 '53, Quincy, Attend.—300  
Marjorie Dickinson, 401½ E. Capitol, Springfield, Ill.

#### National Institute of Governmental Purchasing

Nov. 8-11 '53, Cincinnati, Attend.—700  
A. H. Hall, 730 Jackson Place, N.W., Washington 6, D. C.

### Graphic Arts

#### American Photo Engravers Assn.

Oct. 12-14 '53, Boston, Attend.—900  
F. J. Schreiber, 166 W. Van Buren St., Chicago 4, Ill.

#### Screen Process Printing Assn.

Nov. 1-4 '53, New York, Attend.—2,000  
D. P. Novak, 549 Randolph St., Chicago, Ill.

### Hardware

#### National Hardware Show

Oct. 5-9 '53, New York, Attend.—33,000  
Ches. Snitow, 331 Madison Ave., New York 17, N. Y.

#### Eastern Canada Hardware Show

Jan. 17-23 '54, Montreal, Attend.—35,000  
Emile St. Pierre, 423 Ontario East, Montreal, Que., Can.

#### Indiana Retail Hardware Assn.

Jan. 26-28 '54, Indianapolis, Attend.—5,000  
W. J. Sheely, Secy., 964 N. Penn St., Indianapolis 5, Ind.

### Health, Recreation & Welfare

#### Canadian Public Health Assn.

Oct. 1-3 '53, Toronto, Attend.—400  
Dr. Wm. Mosley, Secy., 150 College St., Toronto 5, Ont., Can.

#### National Rehabilitation Assn., Inc.

Oct. 19-23 '53, Miami Beach, Attend.—1,000  
E. B. Whitten, Secy., 1025 Vermont Ave., Washington 5, D. C.

#### National Safety Council Congress

Oct. 19-23 '53, Chicago, Attend.—8,000  
R. L. Forney, Secy., 425 N. Michigan Ave., Chicago 11, Ill.

#### American Public Health Assn.

Nov. 9-13 '53, New York, Attend.—5,000  
Dr. R. M. Atwater, 1790 Broadway, New York 19, N. Y.

#### National Society for Crippled Children & Adults

Nov. 12-14 '53, Chicago, Attend.—2,000  
L. J. Linck, Secy., 11 S. LaSalle St., Chicago 3, Ill.

#### Y.M.C.A. Business Adm. Conf.

Nov. 15-18 '53, Cincinnati, Attend.—400  
P. T. Hughes, Secy., 24 W. Franklin St., Baltimore, Md.

#### American Public Welfare Assn.

Dec. 2-5 '53, Chicago, Attend.—700  
Miss Loula Dunn, 1313 E. 40th St., Chicago 37, Ill.

#### Association of Private Camps

Jan. 13-16 '54, New York, Attend.—2,000  
E. A. Michaelson, Secy., 55 W. 42nd St., New York 18, N. Y.

### Heating, Plumbing & Refrigeration

#### All-Industry Refrigeration & Air Conditioning Exposition

Nov. 9-12 '53, Cleveland, Attend.—12,000  
George E. Mills, Show Mgr., 1346 Connecticut Ave., Washington 6, D. C.

#### National Assn. Practical Refrigerating Engrs.

Nov. 11-13 '53, Lafayette, Ind., Attend.—150  
J. Richard Kelahan, Secy., 435 N. Waller Ave., Chicago 44, Ill.

#### Institute of Cooking & Heating Appliance Mfrs.

Dec. 7-9 '53, Cincinnati, Attend.—800  
Samuel Dunkel, 109D Shoreham Hotel, Washington, D. C.

### Hobbies & Toys

#### Do-It-Yourself Show of Chicago

Oct. 23-31 '53, Chicago  
Orkin Exposition, Inc., 122 S. Michigan Ave., Chicago, Ill.

### American Philatelic Congress

Oct. 30-Nov. 1 '53, Newark, N. J., Attend.—150  
Jas. B. Shaner, Secy., 426 W. Main St., Kutztown, Pa.

### American Stamp Dealers Assn.

Nov. 20-22 '53, New York, Attend.—20,000  
Peter G. Keller, 65 Nassau St., New York 7, N. Y.

### International Associated Hobbies

Nov. 21-22 '53, Oklahoma City, Attend.—25,000  
Mrs. Mildred Buxton, 2252 E. 8th St., Tulsa 4, Okla.

### American Color Breeders Assn.

Dec. 4-6 '53, Miami, Attend.—15,000  
Helen Koeller, Lecanto, Fla.

### Hospitals

#### Assn. of Alberta Hospitals

Oct. 19-21 '53, Edmonton, Attend.—250  
L. R. Adshead, University Hospital, Edmonton, Alta., Can.

#### Ontario Hospital Assn.

Oct. 26-28 '53, Toronto, Attend.—2,500  
Arthur J. Swanson, 135 St. Clair Ave. West, Toronto, Ont., Can.

#### British Columbia Hospital Assn.

Oct. 27-30 '53, Vancouver, Attend.—400  
Percy Ward, Secy., 129 Osborne Rd. E. N., Vancouver, B. C., Can.

#### Maryland-District Columbia, Delaware Hospital Assn.

Nov. 9-10 '53, Baltimore, Attend.—1,000  
A. K. Parris, 200 W. Baltimore St., Baltimore, Md.

### Hotels & Restaurants

#### Indiana Restaurant Assn.

Oct. 6-8 '53, Indianapolis, Attend.—2,000  
N. E. Bass, 701 State Life Bldg., Indianapolis, Ind.

#### Iowa Restaurant Assn.

Oct. 11-13 '53, Des Moines, Attend.—400  
Hugh M. Slaughter, 311 Shops Bldg., Des Moines, Iowa

#### Kansas Restaurant Assn.

Oct. 12-14 '53, Wichita, Attend.—1,000  
J. A. Wolf, 115 S. Main St., Wichita 2, Kan.

#### Illinois State Restaurant Assn.

Oct. 27-29 '53, Peoria, Attend.—1,000  
J. F. Curtis, 626 E. Capitol Ave., Springfield, Ill.

#### United Motor Courts

Oct. 29-31 '53, Atlanta, Attend.—400  
George W. Brand, 2400 Curtis St., Denver, Colo.

#### Oregon Motor Court Assn.

Nov. 8-10 '53, Gearhart, Attend.—450  
G. J. Gutfleisch, P. O. Box 2005, Portland 14, Ore.

#### National Hotel Exposition

Nov. 9-13 '53, New York  
A. L. Lee, 141 W. 51st St., New York 19, N. Y.

#### Hotel Sales Management Assn.

Nov. 22-24 '53, Boston, Attend.—350  
Adrian Phillips, Exec. V.P., Boardwalk Arcade Bldg., Rm. 38, Atlantic City, N. J.

#### Washington, D. C. Restaurant Assn.

Dec. 3-5 '53, Washington, D. C., Attend.—7,500

R. J. Wilson, 2003 Eye St., N.W., Washington 6, D. C.

### House Furnishings

#### New York State Home Builders Assn.

Oct. 2-4 '53, New York  
Robert Durk, Dir., 64 Metropolitan Oval,  
Parkchester, New York 62, N. Y.

#### National Home Demonstration Agts. Annual Mtg.

Oct. 27-30 '53, Buffalo, Attend.—500  
Mrs. Carmen Johnson, Fort Collins, Colo.

#### Ohio Home Builders

Nov. 15-21 '53, Akron, Attend.—500  
A. H. Falace, Virginia Hotel, Columbus 15,  
Ohio

#### National Assn. of Bedding Manufacturers

Nov. 16-18 '53, Chicago, Attend.—2,500  
W. H. Gleason, 724 9th St., N.W., Wash-  
ington 1, D. C.

#### Canadian Furniture Mart

Jan. 11-20 '54, Toronto  
Chas. L. Stark, 347 Adelaide St. W.,  
Toronto, Ont., Can.

#### National Assn. of Home Builders

Jan. 17-21 '54, Chicago, Attend.—15,000  
Paul S. Van Aken, 111 W. Jackson Blvd.,  
Chicago, Ill.

### Ice

#### Association of Ice Industries of Canada

Nov. 2-5 '53, Montebello, Attend.—100  
Mrs. Mildred E. Croft, 378 Eglinton Ave.  
East, Toronto 12, Ont., Can.

#### National Assn. of Ice Industries

Nov. 17-20 '53, Washington, D. C., Attend.—1,000  
Guy W. Jacobs, 1706 L St., N.W., Wash-  
ington 6, D. C.

### Insurance

#### Mutual Insurance Advertising-Sales Conf.

Nov. 16-18 '53, Chicago, Attend.—100  
H. F. Swanson, 20 N. Wacker Dr., Chicago  
16, Ill.

### Leather & Leather Products

#### Boston Shoe Show

Oct. 4-8 '53, Boston, Attend.—1,000  
Maxwell Field, Mgr., 210 Lincoln St., Bos-  
ton 11, Mass.

#### Canadian Shoe & Leather Fair

Oct. 11-14 '53, Montreal, Attend.—1,400  
F. M. Payne, Mgr., 40 Wellesley St. E.,  
Toronto, Ont., Can.

#### Tenners Council of America

Oct. 22-23 '53, Chicago, Attend.—1,500  
Leif C. Kronen, 411 5th Ave., New York 7,  
N. Y.

#### Michigan Shoe Show

Nov. 18-20 '53, Grand Rapids, Attend.—600  
Curtis Johns, 266 Aurora S. E., Grand  
Rapids, Mich.

#### Chicago Shoe Travelers Assn. Show

Dec. 1-3 '53, Chicago  
Grayce Mattes, 2070 Morrison Hotel, Chi-  
cago, Ill.

### Library

#### Minneapolis Library Assn.

Oct. 1-3 '53, St. Paul, Attend.—350  
Mary L. Dyer, Secy., 1001 Hennepin Ave.,  
Minneapolis, Minn.

#### New York Library Assn.

Oct. 15-17 '53, Albany  
Mrs. Dorothy G. Rausch, 74 Chapel St.,  
Albany, N. Y.

#### Wisconsin Library Assn.

Oct. 22-24 '53, Milwaukee, Attend.—300  
Benton H. Wilcox, 816 State St., Madison 5,  
Wisc.

#### Illinois Library Assn.

Nov. 5-7 '53, Chicago  
Miss Dorothy Reading, Evanston Public  
Library, Evanston, Ill.

### Machinery

#### Montreal Tool & Equipment Show

Nov. 9-13 '53, Montreal  
E. M. Wilcox, Mgr., 19 Melinda St., Toronto,  
Ont., Can.

#### National Industrial Distributors

Jan. 12-15 '54, Edgewater Park, Miss., At-  
tend.—450  
H. R. Rhinehard, Exec. Secy., 505 Arch St.,  
Philadelphia, Pa.

#### Canning Machinery & Supplies Assn.

Jan. 23-27 '54, Atlantic City  
W. D. Lewis, Secy., P. O. Box 5926, Wash-  
ington 14, D. C.

### Marketing & Merchandising

#### Central Western Market Assn.

Jan. 3-5 '54, Omaha, Attend.—1,000  
Dave Katz, Hotel Paxton, Omaha 2, Nebr.

### Medical

#### Western Orthopaedic Assn.

Oct. 4-8 '53, Sun Valley, Attend.—500  
Dr. Vernon C. Thompson, Secy., 1136 W.  
6th St., Los Angeles 17, Calif.

#### American College of Surgeons Clinical Congress

Oct. 5-9 '53, Chicago, Attend.—3,500  
E. G. Sandrok, 40 E. Erie St., Chicago 11,  
Ill.

#### American Society of Anesthesiologists

Oct. 6-9 '53, Seattle, Attend.—1,000  
J. H. Hunt, 188 W. Randolph St., Chicago  
1, Ill.

#### American Academy of Pediatrics Natl. Mtg.

Oct. 7-10 '53, Miami, Attend.—3,000  
Dr. C. G. Grulee, 636 Church St., Evanston,  
Ill.

#### American Assn. of Physicians & Surgeons

Oct. 8-10 '53, Chicago, Attend.—500  
H. E. Northam, 360 N. Michigan Ave.,  
Chicago 1, Ill.

#### American Urological Assn.—

North Central Section  
Oct. 8-10 '53, Cincinnati, Attend.—375  
Dr. John Emmett, Secy., Mayo Clinic,  
Rochester, Minn.

#### Association of Military Surgeons of U. S.

Nov. 9-12 '53, Washington, D. C., Attend.—1,000  
Steven K. Herlitz, 280 Madison Ave., New  
York N. Y.

#### American Academy Ophthalmology & Otolaryngology

Oct. 12-16 '53, Chicago, Attend.—5,000  
Dr. W. L. Benedict, 100 1st Ave. Bldg.,  
Rochester, Minn.

#### American Society of Clinical Pathologists

Oct. 12-16 '53, Chicago, Attend.—1,000  
Dr. D. G. Culbertson, 1040 W. Michigan  
St., Indianapolis, Ind.

#### National Gastroenterological Assn.

Oct. 12-16 '53, Los Angeles, Attend.—600  
Steven K. Herlitz, 280 Madison Ave., New  
York, N. Y.

#### California Academy of General Practice

Oct. 25-27 '53, Coronado, Attend.—1,500  
W. W. Rogers, 450 Mission St., San Fran-  
cisco 5, Calif.

#### American College of Surgeons

Oct. 26-30 '53, San Francisco, Attend.—6,000  
Edw. G. Sandrok, 40 E. Erie St., Chicago 11,  
Ill.

#### Fellows Pediatric Research Society

Oct. 31-Nov. 1 '53, Chicago, Attend.—300  
Dr. E. W. Demeure, 130 S. Oak Park Ave.,  
Oak Park, Ill.

#### Canadian Assn. of Occupational Therapy

Oct. 31-Nov. 2 '53, Toronto, Attend.—300  
Helen Le Vesconte, 331 Bloor St. W.,  
Toronto, Ont., Can.

#### Interstate Post Graduate Medical Assn. of N. A.

Nov. 3-6 '53, Chicago, Attend.—4,000  
Dr. A. G. Sullivan, 16 N. Carroll St., Madi-  
son 3, Wisc.

#### American Society of Tropical Medicine & Hygiene

Nov. 12-14 '53, Louisville, Ky., Attend.—400  
Dr. Q. M. Geiman, 28 Shattuck St., Boston  
15, Mass.

#### American Speech & Hearing Assn.

Nov. 23-25 '53, New York, Attend.—900  
Dr. Ernest Henrikson, Univ. of Minn.,  
Minneapolis, Minn.

#### American Academy of Dermatology & Syphilology

Dec. 5-10 '53, Chicago, Attend.—1,200  
Dr. J. E. Rauschkolb, P. O. Box 6565, Cleve-  
land, Ohio

#### New York Society of Anesthesiologists

Dec. 9-12 '53, New York, Attend.—1,200  
Geo. A. Keating, 137 W. 11th St., New  
York 11, N. Y.

#### American Academy of Obstetrics & Gynecology

Dec. 13-15 '53, Cincinnati, Attend.—2,000  
D. F. Richardson, Exec. Secy., 116 S. Michi-  
gan Ave., Chicago 3, Ill.

#### Radiological Society of North America

Dec. 13-18 '53, Chicago, Attend.—2,000  
Dr. D. S. Childs, 713 E. Genesee St., Syra-  
cuse 2, N. Y.

#### American Academy of Orthopaedic Surgeons

Jan. 23-28 '54, Chicago, Attend.—2,800  
H. B. Boyd, 869 Madison Ave., Memphis 3,  
Tenn.

### Metal & Metal Products

#### American Welding Society

Oct. 19-23 '53, Cleveland, Attend.—2,000  
J. G. Magrath, 33 W. 39th St., New York  
18, N. Y.

#### National Metal Congress & Exposition

Oct. 19-23 '53, Cleveland, Attend.—40,000  
Chester L. Wells, 7301 Euclid Ave., Cleve-  
land 3, Ohio

### Music

#### Maryland Music Educators Assn.

Oct. 15-17 '53, Baltimore, Attend.—12,000



Millon C. Raver, Secy., 5 E. Head St., Baltimore, Md.

#### Iowa Music Educators Assn.

Nov. 27-28 '53, Des Moines, Attend.—300  
John E. Green, Secy., City High School, Iowa City, Iowa

#### Nursing

##### Indiana State Nurses Assn.

Oct. 1-3 '53, Ft. Wayne, Attend.—600  
Nancy Seramlin, 302 Terminal Bldg., Indianapolis, Ind.

##### New York State Nurses Assn.

Oct. 12-16 '53, Buffalo, Attend.—1,200  
Steven K. Herlitz, Exh. Mgr., 280 Madison Ave., New York 16, N. Y.

##### Oregon Nurses Assn.

Oct. 12-16 '53, Portland, Attend.—400  
Viola Vreeland, 220 S. W. Alder St., Portland 4, Ore.

##### Utah Nurses Assn.

Oct. 16-18 '53, Salt Lake City, Attend.—350  
Mrs. E. G. Richards, 158 E. 2nd St., Salt Lake City, Utah

##### North Carolina Nurses Assn.

Oct. 19-23 '53, Charlotte, Attend.—1,000  
Mrs. Marie B. Noell, 415 Commercial Bldg., Raleigh, N. C.

##### Oklahoma State Nurses Assn.

Oct. 28-30 '53, Shawnee, Attend.—400  
Mrs. Nan H. Green, 403 Hightower Bldg., Oklahoma City 2, Okla.

#### Office Management & Equipment

##### National Business Show

Oct. 19-24 '53, New York, Attend.—89,000  
Rudolph Lange, 33 W. 42nd St., New York 36, N. Y.

##### National Office Management Assn. (Cost Reductions & Methods Clinics)

Oct. 21-22 '53, Detroit, Attend.—400  
C. F. Fleckenstein, Standard Accident Insurance Co., Detroit, Mich.

##### Pittsburgh Business Show

Nov. 16-21 '53, Pittsburgh, Attend.—2,000  
R. I. Pontius, 1207 Columbus, Pittsburgh 33, Pa.

#### Optometry

##### Ohio Optometric Assn.

Oct. 25-26 '53, Columbus, Attend.—500  
Dr. J. M. Babcock, 720 Sixth St., Portsmouth, Ohio

#### Osteopathy

##### New York State Osteopathic Society

Oct. 15-17 '53, New York, Attend.—200  
Dr. R. E. Cole, 417 Main St., Geneva, N. Y.

##### American College of Osteopathic Surgeons

Oct. 18-22 '53, Los Angeles, Attend.—500  
Dr. O. F. Martin, P. O. Box 474, Coral Gables, Fla.

##### Oklahoma Osteopathic Assn.

Nov. 3-5 '53, Tulsa, Attend.—500  
W. L. Gray, Secy., P. O. Box 812, Oklahoma City, Okla.

##### Massachusetts Osteopathic Society

Jan. 16-17 '54, Boston, Attend.—200  
Robert R. Brown, Secy., 64 Trapelo Rd., Belmont 78, Mass.

#### Pharmaceutical

##### National Assn. of Retail Druggists

Oct. 11-16 '53, Chicago, Attend.—3,000  
J. W. Dargavel, 205 W. Wacker Dr., Chicago 6, Ill.

#### Photography

##### Master Photo Dealers & Finishers Assn.

Oct. 11-16 '53, Los Angeles, Attend.—2,000  
R. J. Wilkinson, Exh. Mng., 103 W. Michigan Ave., Jackson, Mich.

#### Plastic

##### Society of Plastic Engineers

Jan. 27-29 '54, Toronto, Attend.—1,000  
George Koch, Jr., Pres., 10 E. Haddon Ave., Oaklyn 6, N. J.

#### Publishing

##### Ohio Newspaper Women's Assn.

Oct. 23-25 '53, Columbus, Attend.—100  
Thelma Geiger, Alliance Review, Alliance, Ohio

##### Kentucky Press Assn.

Jan. 28-30 '54, Louisville, Attend.—450  
C. R. Portmann, Univ. of Kentucky, Lexington 29, Ky.

#### Real Estate

##### Ohio Assn. of Real Estate Boards

Oct. 5-7 '53, Columbus, Attend.—1,000  
LeRoy Parsons, 17 N. High St., Columbus 15, Ohio

##### National Assn. Housing Officials

Oct. 13-16 '53, Milwaukee, Attend.—1,000  
Otto F. List, Mgr., 1313 E. 60th St., Chicago 37, Ill.

##### National Assn. of Real Estate Boards

Nov. 8-14 '53, Los Angeles, Attend.—3,000  
Lowell Baker, Secy., 22 W. Monroe St., Chicago, Ill.

#### Religion

##### Baptist State Convention of Colo.

Oct. 6-8 '53, Grand Junction, Attend.—450  
G. J. MacDonald, 1425 Welton St., Denver, Colo.

##### International Churchmen's Exposition Corp.

Oct. 6-9 '53, Chicago, Attend.—18,000  
Marcus W. Hinson, Exh. Mgr., 19 S. La Salle St., Chicago 3, Ill.

##### Catholic Assn. for International Peace

Nov. 13-15 '53, Washington, D. C., Attend.—200  
Miss N. A. Krause, 1312 N.W. Massachusetts Ave., Washington 5, D. C.

#### Science

##### Society Economic Paleontologists & Mineralogists

Oct. 30-31 '53, Los Angeles, Attend.—1,000  
Merle Israelski, 1203 E. California, Pasadena, Calif.

##### Eastern States Archaeological Federation

Nov. 6-7 '53, Rochester, N. Y., Attend.—100  
Kathryn Greywacz, N. J. State Museum, Trenton, N. J.

##### American Assn. for the Advancement of Science

Jan. 26-30 '54, Boston, Attend.—1,000  
Dr. R. L. Taylor, Secy., 1515 Massachusetts Ave., N.W., Washington 5, D. C.

#### Sports & Sporting Goods

##### Western Sporting Goods Dealers Assn.

Nov. 1-3 '53, San Francisco, Attend.—1,100  
G. M. Shutt, 1 N. LaSalle St., Chicago 2, Ill.

##### Golf Course Superintendents Assn. of America

Jan. 3-8 '54, Miami, Attend.—900  
Aar M. Brown, Secy., Box 106, St. Charles, Ill.

##### American Assn. of College Baseball Coaches

Jan. 5-7 '54, Cincinnati, Attend.—150  
J. H. Kobb, Michigan State College, East Lansing, Mich.

##### American Football Coaches Assn.

Jan. 6-8 '54, Cincinnati, Attend.—850  
D. O. McLaughry, Dartmouth College, Hanover, N. H.

##### National Motor Boat Show

Jan. 15-23 '54, Bronx, N. Y., Attend.—200,000  
Joseph E. Choate, Secy., 420 Lexington Ave., New York, N. Y.

##### National Sporting Goods Assn.

Jan. 17-20 '54, Chicago, Attend.—6,000  
G. M. Shutt, 1 N. LaSalle St., Chicago 2, Ill.

#### Transportation & Travel

##### National Defense Transportation Assn.

Oct. 11-13 '53, Louisville, Ky., Attend.—1,000  
Stephen L. Meyer, 7th St. Rd., Louisville, Ky.

##### International Taxicab Show

Oct. 26-28 '53, Washington, D. C.  
C. Franklin Smith, Exec. Secy., 4415 N. California Ave., Chicago 25, Ill.

##### National Assn. of Travel Organizations

Nov. 15-18 '53, White Sulphur Springs, W. Va., Attend.—300  
J. L. Bossemeyer, 1424 K St., N.W., Washington 5, D. C.

#### Utilities

##### Federation of Sewage & Industrial Wastes Assn.

Oct. 13-16 '53, Miami, Attend.—1,000  
W. H. Wisely, 325 Illinois Bldg., Champaign, Ill.

##### American Water Works Assn.—Southwest Section

Oct. 18-21 '53, Houston, Attend.—700  
L. A. Jackson, Water Dept., Little Rock, Ark.

##### American Gas Assn.

Oct. 26-29 '53, St. Louis, Attend.—6,000  
Kurwin Boyes, Secy., 420 Lexington Ave., New York 17, N. Y.

##### American Public Works Assn.

Oct. 26-29 '53, New Orleans, Attend.—1,000  
D. F. Herrick, 1313 E. 60th St., Chicago 37, Ill.

#### Veterinary

##### Indiana Veterinary Medical Assn.

Jan. 13-15 '54, Indianapolis  
W. W. Garverick, Zionsville, Ind.

##### Iowa Veterinary Medical Assn.

Jan. 19-21 '54, Des Moines, Attend.—700  
F. B. Young, Waukee, Iowa



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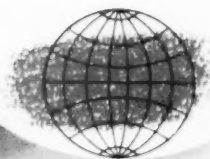
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